

MONTGOMERY WARD & CO. TO OPEN SATURDAY

Man With Vision Realizes Ideal

When East Was
Linked To West,
Ward Was Ready

Was Pioneer In Field of
Taking City Store To
the Country.

DATES BACK TO 1869

Development of Country
Reflected In Growth
of Business.

The mail order business was
originated by A. Montgomery
Ward in 1872.

In 1869 all America celebrated
one of the most important events
in our commercial history, the com-
pletion of the first transcontinental
railroad at Promontory Point,
Utah. The east and the west were
now joined as a commercial unit
with unlimited opportunities to ex-
change the products of the eastern
workshops for those of the western
farms and mines.

A. Montgomery Ward, the man
with the vision and business genius
to foresee the new opportunity and
to plan for a new merchandising
scheme, that of selling goods by
mail, was well under way when the
rails met in 1869. It was during the
time that Mr. Ward traveled for
the Walter M. Smith & Co., of St.
Louis, that he began to formulate
his plans for bringing the Golden
Rule into business. There can be
no doubt that the great business
success which has attended Mont-
gomery Ward & Co., through more
than a half century of merchandising
can be attributed largely to the
foresight and fundamental honesty
of A. Montgomery Ward in
developing his plans. Mr. Ward
turned to George R. Thorne of Kal-
amazoo, Michigan, a friend of
many years. Mr. Thorne thought so
well of the new idea that he agreed
to become a partner in the new
enterprise and he and Mr. Ward
worked out the preliminary steps
together, just when they were
ready to start the business, the
Chicago fire of 1871 destroyed a
large part of the city. Practically
everything Mr. Ward possessed, in-
cluding all his capital, was lost in
the fire. He was able to save about
\$55,000.

While this misfortune postponed
the opening of the new business, it
did not discourage the new part-
ners at all. They simply worked
with increased energy to obtain
new capital to open the store. In
the early spring of 1872 Mr. Ward
resigned his position with Port-
ridge Brothers of Chicago and in-
vested every cent he had managed
to save since the fire, \$16,000, in
the new enterprise and Mr. Thorne
was able to contribute \$800 making
a total capital of \$24,000 for the busi-
ness. A small room 12x14 feet at
921 North Clark street, Chicago,
just a few blocks from Montgom-
ery Ward & Co.'s present Chicago
plant. The original business,
erected immediately after the Chi-
cago fire, is still in service today.
A stock of goods was purchased
and an 8x12 single sheet was printed,
which listed the merchandise.
The glad for sale a small selection
of drygoods. There were no illus-
trations of the merchandise. The
circular merely gave a list of mer-
chandise prices and explained the
method of ordering. Everything
they had was invested in the new
business. If they failed they would
be absolutely penniless. In a short
time all of the merchandise was
sold for cash.

This was the beginning of the
mail order business. The liberal
attitude of the new firm toward
the customer was a policy which
had much to do with the success
of the business. Under their policy
no sales were to be considered
complete with the mere delivery of
the goods; the customer had to be
satisfied or he did not need to
keep the goods he bought.

In 1873 the growth of the busi-
ness made it necessary to acquire
larger quarters and Montgomery
Ward & Company moved to 10
Michigan street in order to obtain
more space. The growth of the
business again necessitated a
change for larger quarters in 1874.
The National Grange then being
widely organized and rapidly grow-
ing in influence throughout the

rural communities soon recogniz-
ed the protection of Ward's mer-
chandise afforded the buyers. In
1874 onward, the growth of this
company was steady. New lines
were added and in this year the
price sheet was represented by an
8-page catalogue 3x5 inches in
size. Catalogue No. 13 which was
issued for the spring and summer
of 1875 contained 72 pages and a
greatly enlarged line of merchan-
dise. In addition to the price three
million catalogues of 1130 pages,
weighed approximately four pounds
each were distributed free of
charge. When the first free cata-
logue was issued in 1904 the house
had 500 employees; 7 months
later, in March 1905 the number of
employees had increased to 2500.
Catalogue No. 74 was ready for
distribution when it was decided to
change the method of supplying
catalogues to customers. Up to this
time customers had been required
to make a small payment of 15
cents for their catalogues in order
to insure that the books would go
to the people genuinely interested
and prevent their being wasted.
This book contained a few wood
cut illustrations—a "Grange hat,"
bed springs, farm wagon and a line
of trunks and valises.

In 1876 the line of merchandise
had been increased to such an ex-
tent that the catalogue was a book
of 150 pages, and enlarged quar-
ters were again necessary. The firm
moved to 227-29 Wabash avenue.
In 1878 the catalogue page size had
been increased to 6x8 1-2 inches,
and the illustrations included one
woman's dress—the first mail order
fashion picture. From this time on
the number of illustrations were in-
creased from year to year, and by
the early 80's the catalogue was
profusely illustrated with wood
cuts. The page size was again in-
creased to 8 1-2 inches and, in
catalogue number 33 for the spring
and summer of 1883, the announce-
ment was made that half a million
dollars' worth of merchandise was
carried in stock.

In catalogue number 45 publish-
ed in the spring of 1889 the com-
pany stated that 25,000 articles were
listed, the business amounted to
more than one million dollars year-
ly, and that 250 to 400 clerks were
required to handle the business.

During these years the migra-
tion of settlers into the west had
continued steadily, and many of the
needs of these pioneers could be
met only by Montgomery Ward &
Co. The name of the company had
become synonymous with business
honesty, and people had no hesi-
tancy in sending hundreds of miles
to Ward's for their necessities as
well as for the little luxuries that
added so much to life in the newly
settled territories.

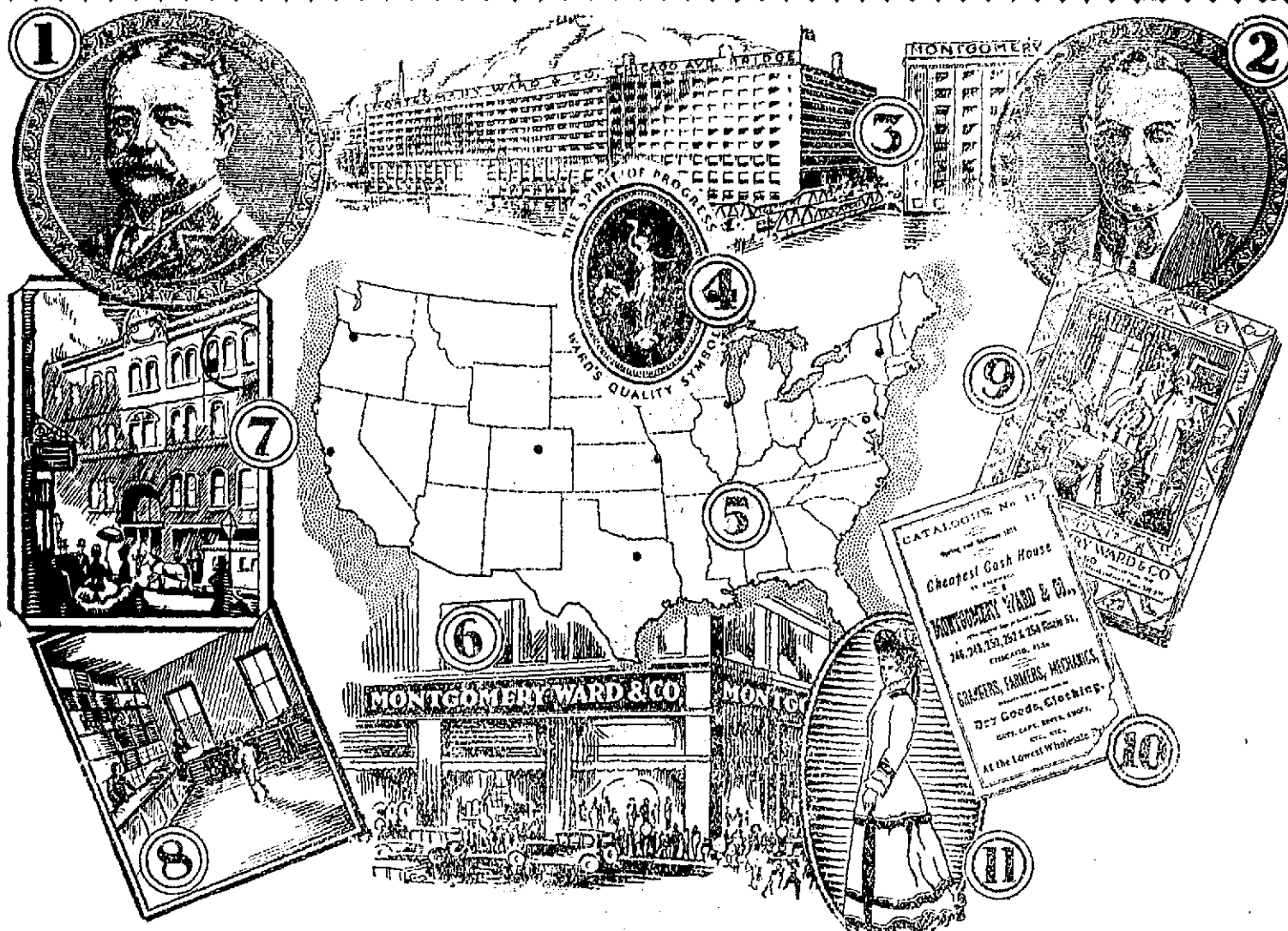
In 1878 William C. Thorne, the
eldest son of George R. Thorne en-
tered the business and assumed
charge of the catalogue presenta-
tion of merchandise. He had a
knack of writing effectively, and he
was recognized as one of the lead-
ing advertising men.

A little later the other four
Thorne boys entered the business,
Charles H. Thorne, George A.
Thorne, James W. Thorne and Rob-
ert J. Thorne. In 1892 the found-
ers Mr. Ward and George R.
Thorne had relinquished the man-
agement of the details of the busi-
ness to the sons of Mr. Thorne.

The company had grown to be
the largest users of the United
States mail and, in a speech at the
Auditorium, Chicago, on the even-
ing of October 26, 1895, the post-
master, Washington Hosing, said,
"Be not astounded when I tell you
that the largest patrons of the
postoffice of the United States is
in Chicago, Montgomery Ward &
Company."

During the ten years following
the Chicago World's Fair, the
business of Montgomery Ward &
Company increased over 400 per-
cent. This phenomenal increase in
business was then attributed to the
Golden Rule policy of the house
which had been so strictly follow-
ed.

The Story of Montgomery Ward, Tersely Told



No. 1—A. Montgomery Ward, original founder of the company. No. 2—George B. Everitt, President of the company today. No. 3—Executive offices in Chicago. No. 4—"Spirit of Progress" trademark, Ward's quality symbol. No. 5—Location of the 9 territorial offices: Portland, Oregon; Oakland, California; Denver, Colorado; Kansas City, Missouri; Fort Worth, Texas; St. Paul, Minnesota; Chicago, Illinois; Albany, New York; Baltimore, Maryland. No. 6—A typical Ward chain store. No. 7—The building in which Ward conducted their business in one room. No. 8—The 12x14 foot room where Mr. Ward, Mr. Thorne and the boy took care of all the details of the young mail order business. No. 9—Ward's Spring and Summer catalogue of 1929. No. 10—One of the first catalogues. No. 11—The first fashion picture ever used in the Mail Order Business—appeared in the catalogue of 1878.

Store To Employ Many Local People

Outside of Heads of De-
partments Employees
Live Here.

"The Manager, Mr. A. S. Shef-
fer and his Assistant Mr. W. H.
Sargent, come from the ranks of
our store employees" said Mr. O.
C. White, territorial operating and



O. C. WHITE

personnel manager of the Kansas
City district. "With the exception
of the heads of departments, all
other employees live here."

In 1913 on the death of Mr.
Ward, Charles H. Thorne became
president, his older brother, Wil-
liam C. Thorne, having retired a
short time previously because of ill
health. Charles H. Thorne resigned
the presidency in 1915 and became
chairman of the board of directors.
In 1921 T. F. Merses was elected
president of the Company and con-
tinued in this capacity for six
years, under his direction the com-
pany more than doubled its busi-
ness.

During 1928 under the direction
of George B. Everitt, president of
the Montgomery Ward & Company
had about 250 retail stores in op-
eration, and in the first half of
1929 the company will add to its
distributing system, mail order
houses and at Albany, each with
more than 700,000 square feet of
floor space, equipped to handle
mail orders, sell direct through
their retail department stores, and
serve as a source of stock supply
for retail stores operating in their
territory.

Local Newspaper Advertising Strengthens National Campaign

Montgomery Ward Announce Plans for Nation-Wide
Campaign In Country's Leading Publications
and Seek To Develop Local Business.

Recently Montgomery Ward &
Co., nation-wide merchandising and
chain store organization, has an-
nounced a series of national ad-
vertisements to be run in the leading
weekly magazines in the U. S. and
as a result, great interest has been
aroused in the advertising world.

The retail world sees in this far-
reaching step, significant of the
development of a retail expansion
program, begun about two years
ago, when Montgomery Ward &
Co., announced its intention of
opening 1,500 stores within five
years. The company already has
put into operation almost 400
stores, and the new national ad-
vertising program is seen as a wise
business move to develop additional
business and customers in the new
trade centers in which these stores
are located.

Commenting on this new devel-
opment, Mr. Sheffer manager of
the local Montgomery Ward & Co.
store said: "With our expansion in-

to the new retail fields we re-
cognize the entire country as a
market for our merchandise. The
appeal is general, reaching urban
as well as rural residents—in fact,
it extends to all classes of our en-
tire population."

"Our national advertising, says
Mr. Sheffer "will in no way change
the local advertising program, but
will assure more than ever the use
of the local newspapers as profit-
able advertising media. Our adver-
tising in the Hope Star will feature
the same items described in the
national series at the same time
the magazine advertisement is re-
leased. Local papers are most es-
sential to us for a complete adver-
tising tie-up."

"We realize as do all up-to-date
merchants, that there is no substi-
tute for timely messages concern-
ing our merchandise in the local
daily papers. From 57 years of ex-
perience we are firmly convinced
that advertising pays when the
merchandise and prices are right."

These two gentlemen, our entire
personnel of our store now being
opened at Hope, will be selected
from among the people of this lo-
cality."

We are offering great oppor-
tunities to persons experienced in
retail merchandising. Probably no
distributors of merchandise offer
their employees so wide an angle
and so great an opportunity for
educational advantages as we do.
Our training course, which requires
a period of from two and a half to
three years, is very thorough and
of course is impossible to obtain
in any educational institution, for
it comprises actual experience as
the course proceeds in every vital
point necessary to fit a potential
store manager or an employee, a
salesman or a saleslady to handle
their work in the highest possible
efficient manner.

Scientific service is our aim. In-
formed salespeople who can render
such service must be taught in the
rudiments and the principles that
we have built this huge mail order
business, and for which the name
Montgomery Ward & Company
stands.

One of the outstanding attitudes
of the Montgomery Ward salesper-
son is their enthusiasm for the
merchandise they are offering for
sale. This is brought to the fore
from the fact that when our em-

Cream of World's Values In Store

Needs of Hope Territory
Studied and Buyers
Act Accordingly.

"In selecting the merchandise
which you will find in our store at
Hope, the four corners of the Globe
have been visited" said Mr. Paul
Moser, Merchandise Manager of



PAUL MOSER

the Kansas City territory. "We
have tried to find the needs of
this city and the surrounding ter-
ritory, and buy just that merchan-
dise to fit the needs. It is merchan-
dise of the latest type and de-
sign, and is guaranteed for quality
and service."

It will be our constant aim to
analyze and study the needs of
Hope so that we may at all times
have the type of merchandise its
people want," stated Mr. Moser.

Reckless Driving Charge Brings Back Old Times

ANACONDA, Mont., Aug. 1.—
Arrested on a charge of reckless
driving.

That offense is so common in
this day of gasoline vehicles and
machine whiskey that it rates
little attention. But a recent ar-
rest of a man on that charge cre-
ated plenty of interest.

Joe McIntyre was arrested for
recklessly driving a team of horses
on the main thoroughfare.

It was the first time in more
than a decade that a man was
arrested here for reckless driving of
horses. Incidentally Joe was also
charged with driving while under
the influence of liquor.

Huge New Retail Place Now Ready

Expect Ward's To
Stimulate Business

Territorial Manager Sees
Bright Future for
This Section.

E. M. Ironsmith, territorial man-
ager, sees bright future ahead.
"I am convinced that few states
have made a sounder growth than
the state of Arkansas," says Mr.
Ironsmith, "and it goes without
saying that I am happy to witness
the establishment of a new Won-

Story of Growth
of Concern Reads
Like Fairy Tale

From Modest Beginning
To Prominence In Few
Short Years.

HOPE STORE NEWEST

Department Heads Here
Have Been Long With
Company.



E. M. IRONSMITH

gomery Ward & Co. retail depart-
ment store in Hope. Many of the
12,000 customers of Montgomery
Ward & Co. live in or near this
city and we feel that we can be
of real service to them. We mean
to become an integral part of this
city and community and by the es-
tablishment of this retail store in
Hope, bring to you over-the-counter
service at the regular printed
catalogue prices from the institu-
tion you have been dealing with for
many years. We are here to serve
you better. In bringing this store
to Hope, it is our full intention to
give you a store you will be proud
of, and we want this store, as we
have found in other cities, to be
used as a neighborhood center as
we have many nice comments on
the manner in which our store has
served a real need in the commu-
nity."

Special Tests On Riverside Tires

Ward's Have Fleet of Cars
Testing Famous Line
of Tires.

Riverside, a first line tire is
guaranteed for 16,000 miles. This
guarantee means that Riversides
have to be tested time and again to
deliver this mileage under all con-
ditions. The average yearly mile-
age of an automobile is 7,437 miles
as computed by the general Motors.
This means that Riversides deliver
more than two years of service. To
maintain this high standard of ef-
ficiency Riversides are constantly
being tested. In this fleet of thir-
teen cars, each one is driven 500
miles every 21 hours, making a
total of 6,500 car miles or 26,000
miles a day.

This brutal test calls for unusual
stamina and ruggedness in the rub-
ber. On these cars, piloted by well
known drivers, two tires are River-
sides and the other two of com-
petitive makes. This comparative
test shows that Riversides compare
with the best known tires.

During their manufacture River-
sides are carefully examined by
fracture experts. Every one of the
tires pass through five inspections
before it is wrapped for shipping.
During sixteen years of tire mer-
chandising, Montgomery Ward & Co.
have put Riversides among the
leaders. Their specific mileage
guarantee, complete stock of all
sizes in retail stores, and their pol-
icy of immediate adjustment are
important factors in the success
of this tire.

After a flight over London the
Sultan of Zanzibar purchased an
airplane.

A Duroc pig born on the Clifton
Hunt farm near Bennett, Neb., had
two noses, two mouths and three
eyes.

Standards Bureau Is Ward Feature

Laboratory Tests Set Mark
Up To Which Goods
Must Measure.

Ward's Bureau of Standards, an
appropriate name for the huge lab-
oratory conducted by Montgomery
Ward & Co., is under the direction
of Dr. Ellery H. Harvey, Ph. D.
This laboratory is used for test-
ing merchandise and materials to
conform to the rigid standards of
Ward's.

There is no substitute for Dr.
Harvey's testing and there is no
appeal from his verdict. One out
of every hundred Gyrator Washing
Machines, as it comes off the
factory assembly line, is sent direct
to Ward's mammoth private laundry
to wash thousands of aprons,
towels, uniforms, and other pieces
of laundry every day for Ward's
vast army of employees. Daily
check-ups are made to make sure
that Ward's famous Gyrtors con-
tinue to surpass machines working
beside it in comparative test.

Back of the amazing perfor-
mance of the Airline Radio set is a
master set built for Ward's for
purposes of comparison. It cost
\$2700. Every part is specified by
the United States Bureau of Stan-
dards. Against this set of highest
known quality, the Airline is test-
ed for volume, selectivity, clear-
ness, tone and ease of tuning.

Think of giving a piece of fab-
ric ten years of wear in an hour!
Ward's friction machine, invented
by Dr. Harvey ends judging fabrics
by looks and feels. By applying ac-
curately gauged friction, years of
wear are rubbed into material in a
few minutes and thus proved the
wearing quality of every textile
article.

Teaching through a railroad rail
four after hour, specimen hacksaw
blades are mechanically pushed
back and forth through a railroad
rail until the cutting edge is gone
and they won't cut any more. This
is Dr. Harvey's test to select the
finest product. Kitchen knives,
cold chisel, harrow disc, and every-
thing of steel must stand a proof
of service in its intended work be-
fore Ward's are satisfied to offer
them for sale.

Surrounded by high powered
microscopes in a laboratory reek-
ing with a chemical odor, Dr. Har-
vey says "It must stand the test."

Seen at Fashionable Newport



Stunning big hats that defy the mode for medium-sized ones and frocks with unusual silhouettes dot staid Bailey's Beach at Newport, R. I. Mrs. Jay Gould (left) introduced an attractive printed frock that has short sleeves—instead of none—with a belt across the back and slides only. Side pleats kick into knees just above the knees. Mrs. John E. Parsons (right) wears a wide, rough straw in soft tan and beige tones with a fleck of pink-red. In it that is lovely with her hair and eyes.

4-H CLUB CONTESTS TO BE HELD AT FARMERS' WEEK

Prizes are mostly trips to National Club Congress. The girls of Hempstead county that are going to Farmers' Week will represent the county in various judging teams that will be held on Tuesday and Wednesday of their short course. In the clothing judging contest Opal Samuels of De Ann, Ellen Byers of Green Laster, and Audrey Derrberry of DeAnn will represent the county. These girls will judge clothing suitable for a school girl wardrobe and will compete with girls from all over the state. The winning team will be given a free trip to Chicago to attend the National Club Congress by Montgomery Ward & Co. The judging team in canning will be represented by Iva Rumpura of the Washington Club, Mabel Weisenborn of Liberty Hill Club and Elinor McWilliams of Shover Springs Club. The teams will judge canned vegetables, meats, fruits, and jelly. The two winners of the state will be given a trip to Chicago by the Colonial Baking Company where they will compete for National honors. There will also be a harmonica contest staged for 4-H club members. The champion will be awarded a \$35 harmonica by the O. K. Houck Piano Company of Little Rock.

Mary Buechley, Home Dem. Agent

MANY AWARDS TO BE GIVEN CONTEST WINNERS

More than \$1,500 in prizes, trips to 4-H club events and fairs, medals cups and many other attractive and valuable awards will be made to winners of the numerous 4-H contests that will be held as a part of the annual Farmers' Week program August 6 to 9.

One of the most popular of these contests will be the old fiddlers' contest which will be held at the evening session Wednesday at 6:30. Any adult in the state that can play a fiddle is eligible for entry in this contest. Winners will be given a loving cup and medals.

A horse shoe pitching contest will be held Thursday afternoon at four o'clock and the winners will be given a loving cup and medals.

There will be two dress contests for women, one for the house dress and the other the afternoon dress contest. Any woman in the state that attends Farmers' Week can enter one of these contests. The prize for the house dress contest will be a \$95.00 Singer Sewing Machine, the prize for the afternoon dress contest will be given a full length mirror by the Porter Mirror Glass Co., of Fort Smith.

The winning team in tree felling contests to be held at 4:30 Thursday afternoon, will be awarded four pound axes through the courtesy of Mart Moore, Washington county hardware store.

A riding contest will be held for ladies Thursday afternoon at 4:30 and the winner will be awarded a bridle, saddle and third prizes will be spur and bits.

When William C. James of London died in the poorhouse \$1,700 was found hidden in his bed.

Policeman P. C. Books of Belfast arrested Miss Violet Taylor for hugging him on the street.

Mrs. Edith Ivory of Chicago testified in her divorce suit that she had lived "in hell" for 20 years.

A Chicago bandit threw pepper in the eyes of Mrs. J. V. Clason, grabbed her purse and escaped.

Mrs. Mary Kane of Dublin sued to evict a tenant who told her he had one child and moved in with seven.

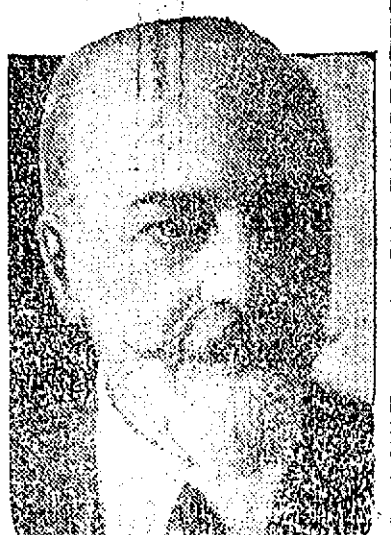
Dry Shooting Up To High Court



Use of firearms by prohibition agents in enforcing the dry laws will be affected materially by a decision of the United States circuit court of appeals at Cincinnati in the Roy V. Miller case. Miller, above, was convicted in federal court at Paducah, Ky., for firing upon an alleged violator of the law in 1925. Sentenced this year to serve two years in prison, he appealed the case. Miller is the first dry agent convicted in nine years of prohibition.

(EDITORS: Watch wire news.)

Sees Chance to Down the Soviets



War between Russia and China, if such action follows, may mean the end of the Soviet government and the re-establishing of a monarchy in Russia. So says Grand Duke Alexander, above, father of Grand Duke Cyril, pretender to the throne of the Russians, at his Paris retreat.



Mrs. Zella Hoffman London, July 26.—There's another Lady Astor in British politics.

Mrs. Zella Hoffman, born in Evansville, Ind., and naturalized in England about a year ago, had come in for large share of public attention since she ran for Parliament recently as a Liberal.

Mrs. Hoffman was less fortunate than Lady Astor who was elected, as she was defeated four to one, but she declares she did not expect to win in her first attempt, anyway.

Mrs. Hoffman has resided in England for a number of years. She has a town house in London and two country homes where she entertains the hunting set on a lavish scale.

er when her rural dean asked about prohibition. She replied:

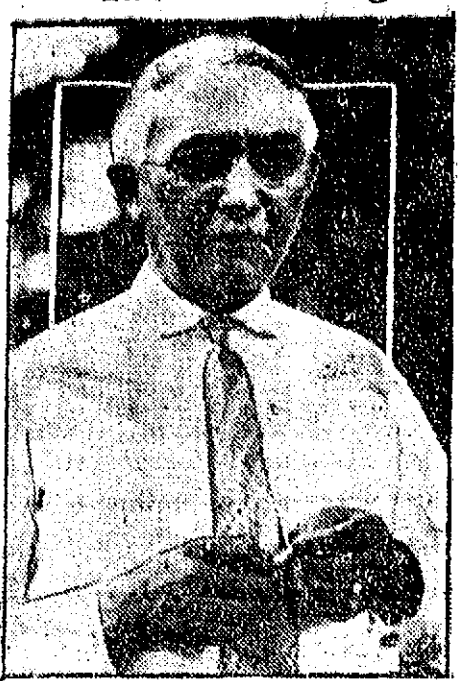
"Prohibition? For America, yes. For England, no. In America, with its dry and bracing climate, there is no need for drink. In England, with its damp climate, there is a decided need for it. Besides, England is a peaceful and law-abiding country."

Before the election, Mrs. Hoffman said:

"I am going to fight the Socialist party because it is out to destroy English traditions, and traditions are just what, as a new country, America appreciates the most. I am too much of an American to subscribe to a Tory policy, so here I am as a Liberal."

Mrs. Hoffman said she started her career as a public speaker when her husband dean asked her to open bazaars and preside at other church functions. She found she could think on her feet, and was soon in demand. Then the Liberals asked her to be a candidate and she agreed.

Rich Hardinge In Another Domestic Tangle?



Franklin S. Hardinge, Chicago millionaire furnace manufacturer, and Mrs. Joe Weems, grandmother of Norman Weems, 5, left, and Troy Weems, 7, right, sons of the present Mrs. Hardinge by a former marriage.



KNOXVILLE, Tenn., July 30.—A recent visit of Franklin S. Hardinge, Chicago millionaire, and his wife to the Tennessee hills near Thion Grove, brought rumors that he would make an effort to gain custody of two children of the present Mrs. Hardinge by a former marriage.

At nearby Strawberry Plains lives Mrs. Joe Weems, whose son was the first husband of Mrs. Hardinge. And in her custody at this time are Norman, 5, and Troy, 7, children of her son and Mrs. Hardinge. Hardinge recently was involved in a suit at Chicago in which a jury awarded Miss Anne Livingston of Tulsa, Okla., \$25,000 heart balm.

Mrs. Meems says Hardinge can not possibly gain custody of the children.

"These boys' mother may have married into millions, but she will never take these boys, not as long as I am living," she says. "Hardinge came here and talked about his car and his money."

Hardinge refuses to divulge his plans and insists he and his wife are just enjoying a vacation at this time.

The present Mrs. Hardinge, formerly Catherine Eberly, married Troy Weems when both were employed as workers at the Andrew Jackson powder plant at Nashville. They became separated when Weems joined the army. A divorce followed and Weems was awarded custody of the children.

Mrs. Weems met Hardinge at Miami, Fla. She was his housekeeper before their marriage.

George Hughes, veteran New York golf professional, a links tutor for 35 years, recently scored his first hole-in-one during match play in New York.

Rev. H. D. Longbottom of Liverpool was rotten-cured by a mob of 2,000 when he made an address urging higher taxes for school purposes.

Miss Caroline Richards, 18, of New Kensington, Pa., ate 100 ice cream cones in 1 hour 45 minutes, and went to work as usual the next day.

RIVERSIDES

Cost as much to make as any high-grade tire . . . But—How about the selling price?

WE believe every motorist should know the facts that prove the high quality and explain the low price of RIVERSIDE tires. Here they are:

Take RIVERSIDE or any of the 5 or 6 leading tires on the market—remove the name—and there is comparatively little difference between them, "selling talk" notwithstanding. All of them are good tires. And all cost practically the same to make.

After all, practically all the high-grade tires, including RIVERSIDES, have the same amount of rubber and the same amount of cotton cord. The prices on these two materials are established market prices that every large producer must pay. Skilled labor and overhead costs are practically the same in all well-organized tire factories. Therefore, there is no good reason why the production costs of all first-quality tires should not be practically the same amount.

But, when you get to the selling prices, that is a different story. Take a 29 x 4.40, 16,000-mile RIVERSIDE Balloon as an example. Our selling price on this tire is \$5.83—yet, when you buy any of the other five or six leading makes, of the same identical quality as RIVERSIDE, the selling prices range from \$7.50 to \$8.25 on this size—and on the larger sizes the difference is often \$5 to \$10 per tire.

Why, when cost-to-make is practically the same, this decided difference in price to the buyer? The answer is simple as A B C. Buying RIVERSIDES, you pay only Ward's small profit over the manufacturing cost. Buying any other leading make, you pay the "in-between" profits required by the indirect method of distribution employed . . .

That, in a nutshell, is the whole story of RIVERSIDE prices. That these prices are due solely to Ward's low SELLING costs, and not to any reduction in quality or cost of making, is proved by the figures already given . . . plus Ward's sale of millions of RIVERSIDES yearly under definite mileage guarantees of 16,000 and 30,000 miles.

Come in, Saturday! See for yourself Why RIVERSIDES are to be compared only with the finest tires made—regardless of Price.



Welcome-

MONTGOMERY WARD & Co.

We are glad that a chain store of such size and importance has recognized the importance of Hope as a trading center to the point that they have located a store here.

We are proud that we had a part in equipping the interior and the windows of their fine store building with electrical fittings.

ELECTRICAL WORK BY

Bacon Electric Co.

West Second

Phone 380



WELCOME To

MONTGOMERY WARD & Co.

We take pride in welcoming a chain store of such sizes and of such importance to our city. It is only further proof of our belief of a life-time that Hope is constantly growing in importance as a shopping center.

We feel that the coming of Montgomery Ward & Company will add even further laurels to the value and importance of Hope as a trading center. We welcome them as a fellow merchant, and wish them success.

The "Right Place" chain of stores, although not so large a firm, has banked its future upon the rapidly growing habit of buying Dry Goods, Apparel and Shoe for cash, and with the savings which chain store operation permits.

CLAUDE STUART, Manager

SUPER SERVICE RIVERSIDE		FIRST QUALITY RIVERSIDE		STANDARD WARDWEAR	
Guaranteed for 30,000 Miles		Guaranteed for 16,000 Miles		Guaranteed for 10,000 Miles	
20x3 1-2 4 ply \$8.65	31x5.25 6 ply \$16.95	30x3 1-2 4 ply \$5.08	31x5.25 4 ply \$10.15	30x3 1-2 1 ply \$1.39	30x5.00 1 ply \$7.05
29x4.40 6 ply \$9.95	30x5.50 6 ply \$18.10	29x4.40 4 ply \$5.79	30x5.50 4 ply \$10.59	32x4 4 ply \$7.90	31x5.00 1 ply \$7.25
30x4.50 6 ply \$11.35	32x6.00 6 ply \$19.85	30x4.50 4 ply \$6.59	32x6.00 6 ply \$13.65	29x4.10 1 ply \$1.98	31x5.25 1 ply \$8.55
29x4.75 6 ply \$12.85	32x6.50 6 ply \$21.00	29x4.75 4 ply \$7.98	32x6.50 6 ply \$15.25	30x4.50 1 ply \$5.59	32x6.00 1 ply \$10.70
30x5.00 6 ply \$14.15	32x6.75 8 ply \$26.85	30x5.00 4 ply \$8.19	32x6.75 6 ply \$17.85	29x4.75 1 ply \$6.59	33x6.00 1 ply \$10.95

MONTGOMERY WARD & Co.

112 East Second

Telephone Number 930

Hope, Arkansas.

STORE HOURS:— 8:00 A. M. to 6:00 P. M. — SATURDAYS 8:00 A. M. to 9:00 P. M.

Montgomery Ward Hope Store



Ward Store Has Radio Program

Network of 18 Stations Carries Program To Thousands.

Ward's are first again with radio's most interesting program, through a network of 18 huge stations from Pittsburgh to Denver, from Minnesota to the Gulf.

At 12 o'clock (central standard time) Montgomery Ward & Company's Farm and Home hour brings you music, news flashes, and famous authorities discuss subjects of vital importance of farm and home. At 12:15 o'clock the official U. S. Department of Agriculture is presented direct from Washington through the courtesy of the National Broadcasting Company. Weather reports, current prices on livestock, grain, butter, eggs, and poultry. Farm conditions and market trends. From 12:30 to 12:45 Ward's re-

Learned To Read From Catalogue

Authority On Live Stock Taught Self From 1879 Catalogue.

"The old Montgomery Ward catalogue of 1879 and the McGuffey Spelling Book gave me the only schooling I ever had since the age of thirteen. For that reason I call Ward's my alma mater. If I had those two books now, I wouldn't trade them for their weight in gold." Those are the words of Holme Laurence Storguard, associate editor of the Pacific Rural Press published in San Francisco. He affirms that he is a graduate of Montgomery Ward & Co. Mr. Storguard is naturally recognized as an authority on live-stock, dairying, and allied subjects. He is a frequent lecturer before university students, but aside from the Ward catalogue education, he never attended college or high school. When he was thirteen, Mr. Storguard arrived in Boston with his father. A week later the young immigrant who knew not one word of English, was driving cattle across the Dakota prairies. Young Storguard had no opportunity to mingle with English-speaking people, but from a kindly neighbor he secured a Ward catalogue of 1879. The same neighbor sewed an extra pocket so Storguard might carry the book on his long lonely rides. To learn how to pronounce the words in the catalogue, he purchased a McGuffey Spelling Book. "I will never forget how it hurt to part with forty cents for the spelling book," said Mr. Storguard, who today is at the top of his chosen profession. He mastered English by computing the descriptive matter in the catalogue with the keyed pronunciation in the spelling book.

Believe This One and You'll Believe Anything

RED BLUFF, Cal., Aug. 1.—A rattlesnake here bit its own tail and within three minutes died from the bite. That is, if you believe Wes Holt, alleged eye witness of the reptilian suicide. Wes says he found the snake in a dried water hole and pinned its tail to the ground with a stick.

Disconcerted by such treatment, the rattler sought revenge on the stick with his poisonous fangs, missed the stick and bit his tail. And thereby his adventure "That's my story and I stick to it."

Some apartment house owners in Turin, Italy, not only encourage tenants with children, but offer a cash award for every child born in the houses.

sume the "Farm and Home" hour. Old time favorite melodies, discussions, and talks on farm and home economics, cooking, dressmaking, health, hygiene and sanitation—including child welfare.

Time in on the Montgomery Ward hour at any one of the following stations:

KFKX, KYD, KDEA, KTSP, WOC, WLW, WDAF, KOA, WHIO, WPAA, KWK, KVOO WSB, WMC, WAOL, WSW, WOW.

New Magazine Written for 4-H Club Members

KANSAS CITY, Aug. 1.—(AP)—A magazine devoted to the interest of 700,000 4-H club boys and girls throughout the country has begun publication in Kansas City.

The National 4-H club magazine, to appear monthly, plans to cater exclusively to farm boys and girls. It will cooperate with the 4-H club movement, which is sponsored by the United States department of agriculture and state agricultural colleges.

Members of 4-H clubs, it has been announced, will write for the new publication.

Paula Kunhuber, a Budapest braggist, is receiving \$6 a month alimony from his divorced wife.

Store To Employ

continued from page seven clandise, their service and their methods, they see the great opportunity offered them for personal volume sales which means good salaries and a possibility for rapid advancement.

The progress made by this huge mail order house in establishing our retail stores throughout the nation has been astounding, but not the smoothness with which this tremendous organization has functioned has been the outstanding surprise to the business world and probably no small part of this has been due to the fact that Ward's always have effected a scientific organization in the handling of any feature of their business.

Only July 5th Montgomery Ward & Co. announced what is probably the most important announcement made in the 57 years of their history. Ward's pay the postage and

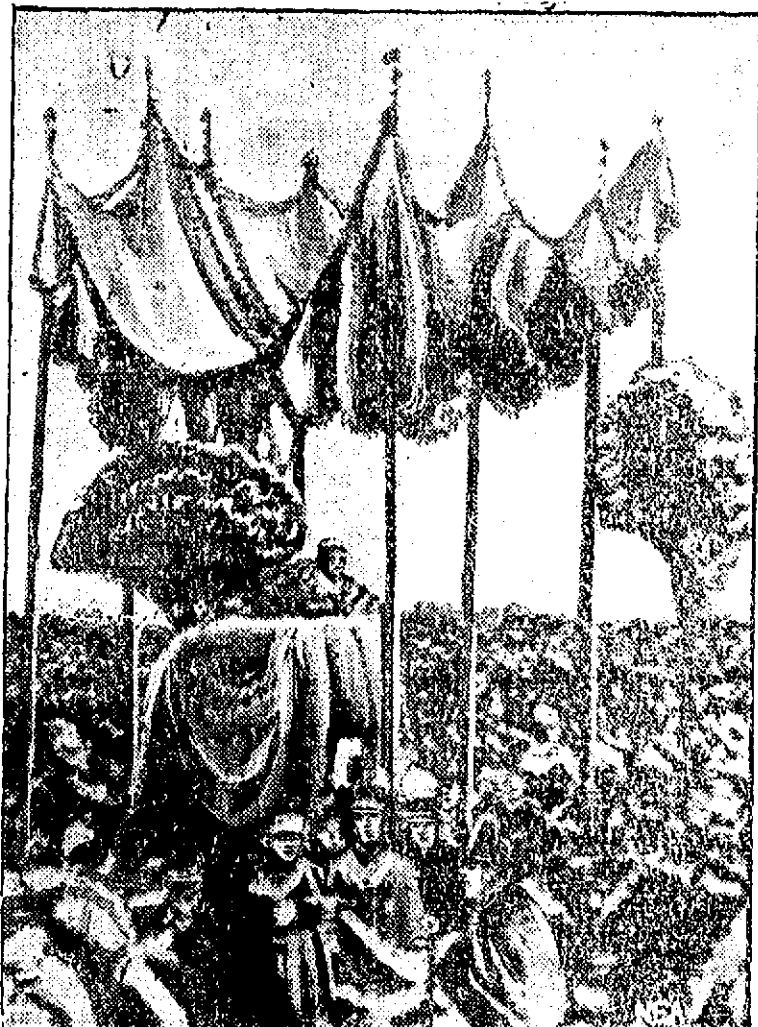


FRANK OSBORNE
Montgomery Ward District Manager.

the freight. In every Montgomery Ward & Co. retail store throughout America you may buy merchandise at regular catalogue prices.

Such announcements as this has much to do with the efficient training of our personnel, for it instills absolute confidence in them that the store in which they are working offers, not only an exceptional opportunity to advance, but the opportunity to invite their friends as their customers without any fear that the customer may by chance be disappointed in making their purchase. "Satisfaction or your money back" means something at Montgomery Ward's and every employee of this huge organization is

First Picture of Pope Plus Leaving the Vatican



This radio photo is the first picture to reach America showing Pope Pius XI leaving the Vatican—the first Pope in 59 years to do so. The picture was taken as the procession, resplendent with all the traditional color and ceremony of the church, proceeded through vast crowds before famed St. Peter's. The canopy chair in which the Pope rode is shown in the center, borne on the shoulders of the Vatican guards. This photograph was taken from Rome to London by airplane sent across the Atlantic to New York by radio, and transmitted thence by telephoto.

thoroughly trained and taught the meaning of this guarantee.

The personnel of the Hope store should comprise twenty-five or thirty people, of whom five or six will be department heads. Past

experience and personal following will naturally have much to do with the initial selection of these employees, after which our method of training will play a great part in the progress of all from the janitor

to the most efficient department head.

Our retail stores carry a great variety of merchandise, ranging from ladies ready-to-wear, millinery, men's clothing and furnish-

ings, heavy and light hardware, auto tire accessories, etc., the handling of which requires technical experience in every separate division in order to render the scientific service this store will stand for."



Welcome---

—TO—

MONTGOMERY WARD & CO.

We feel that a compliment has been paid to the merits of Hope as a trading center through the coming of a chain store such a reputation as Montgomery Ward & Co. We congratulate them upon their choice, and upon the splendid store they have located here. We wish every success for them, since we feel that they are adding to the value of Hope as a trading center. Whatever brings trade to Hope, brings this store a greater opportunity to serve your wants, and the wants of those who come from all over this vast trade territory.

Watermelon Festival
Thursday
August 8

Third Buying Chance Sale Now In Full Swing

WELCOME

TO....

Montgomery Ward & Co.

You are invited to the Fourth Annual Watermelon Festival Thursday, August 8th.

We feel sure that your coming adds greatly to the value of Hope as a trading center for an even greater section of Southwest Arkansas than ever before. We welcome you as a fellow merchant, and wish you success, in your fine large store.

As pioneers in encouraging shopping for cash, in this section, we feel that a store with such a reputation and of such importance, will encourage more and more people to buy for less by buying for cash—the system of merchandising which we have been encouraging.

Geo. W. Robison Co., is a home store of growing importance to shoppers, with headquarters here in Hope, and with a branch store at Nashville.

Geo. W. Robison & Co.

THE LEADING DEPARTMENT STORE

We Welcome

MONTGOMERY WARD & CO.

To Hope

Success For All

SAENGED
HE'S PLAY PALACE

Prices Permanently
Low At Ward's!

FINE SILK HOSIERY

Full Fashioned, Special, pair \$1.00
Latest colors. All silk to hem. Heel and toe reinforced to resist wear.

RAYON DANCE SETS

Very attractive, New Colors \$1.49
The very latest in rayon undies. Step-in and brassiere trimmed to match. Wide range of pastel shades. Other values in silk \$1.49

RAYON BLOOMERS

Best Quality, Choice of Colors 98c
Pretty, as well as serviceable, in a large selection of colors. Front yoke to prevent bulging. Elastic at waist and knees. Sizes 10, 21, 23-inch length.

CREPE-DE-CHINE SLIPS

Daintily Tailored, Very Chic \$3.95
Made of lovely quality silk crepe-de-chine in a wide variety of soft pastel shades. Lace trimmed. All sizes.

RAYON SLIPS

Beautifully Finished \$1.25
Misses soft material shoulder straps and silk draw. Flat plain in size. Beautifully finished. Sizes 8 to 18.

RAYON NIGHTGOWNS

Values to \$1.98 Only \$1.49
Designed of lustrous rayon a wide variety of pastel shades. Launder exceptionally well. Beautifully made—hand finished.

SMART HOUSE DRESSES

Latest styles All sizes 98c
The wise housewife will buy several of these little dresses. Good enough for neighborhood wear. New styles in a choice of materials.

CHILDRENS' DRESSES

Values to \$1.50 Several materials 98c
Beautiful wash dresses of gingham, broadcloth, plain colors, fancy prints, foulard, pongee, etc. Two other groups at \$1.49 and \$1.98

BACK STRAP PURSES

Smart styles Good quality 98c
Latest New York styles. Good quality leather in a variety of shapes in the present mode.

ALUMINUM KITCHEN WARE

43c to \$4.65
Complete line of aluminum ware, including pots, pans, roasters, kettles, etc. Each piece designed for maximum wear. All priced extremely low.

MONTGOMERY WARD & CO'S NEW RETAIL STORE

OTHER OUTSTANDING VALUES!

Brooms An Opening Day value. 5-tie, balanced handles; well made. Each 29c	Men's Straw Hats They are extra big values. Regular \$1.75 and \$2.45 sailors. Now \$1	Rayon Dance Sets In the wanted shades. Daintily finished of rayon. Regular \$1.98. For opening day—\$1
Paring Knives Stainless steel blades, colored handles Special at 5c	Boys' Wash Suits Of pure linen—well made. Sizes 2 to 6 years. Formerly \$1.98. Now \$1.49	Electric Percolators Regular \$2.55 values. Aluminum 6-cup capacity. Priced for Opening Day at—\$1.49
Foot Stools Built of Hardwood. Covered white lacquered velvet. Special at 65c	Men's Trousers Well made of pinchecked material. Serviceable for hot weather. 98c	Children's Dress Shoes Oxfords and Strap. Slipper sizes 4 to 12. Black and Tan. \$1.98 and \$1.49 values Only \$1
Men's Union Suits Neatly tailored of rayon; full cut. Regular \$1.49 value. Special at \$1	Percales Width 36 inches. Ward's standard grade percale. Special per yard—19c	Krinkle Bedspreads With scalloped edges. Blue, rose, gold; and green. Special for Opening Day. 75c

ALUMINUM ELECTRIC Percolators



6-Cup Size \$1.89
Made of heavy gauge aluminum and buffed to a high polish. Fiber tipped feet. Good quality heating element. For use on 105-20 Volt A. C.

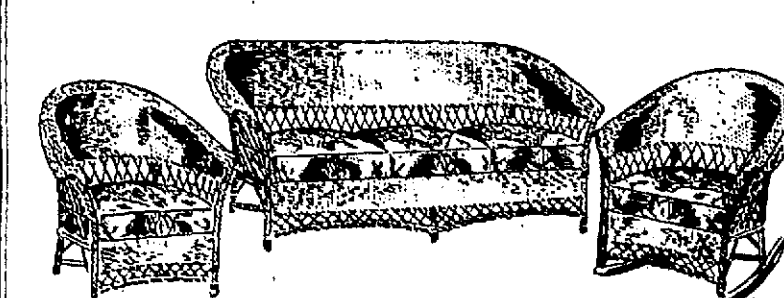
OSCILLATING TYPE Electric Fans

No. 10 Size \$9.35

Turns from side to side throwing breeze to all parts of the room. Costs only a few cents a day to operate in hottest weather. We have a complete stock of fans in all sizes and of both the oscillating and non-oscillating types. All priced very low.



Genuine Lloydloom Suite

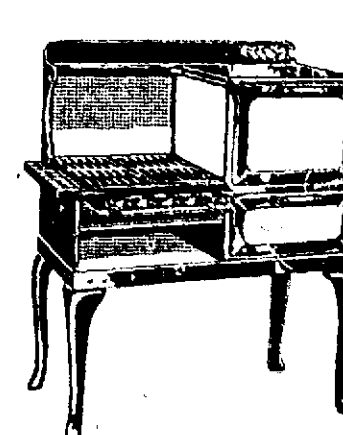


SMART—COLORFUL—COMFORTABLE

Specially Priced at \$34.75

3 pieces—72 davenport—one chair and one rocker
A popular design in a new and distinctive double-strand weave. Comfortable backs—wide flaring arms. Low-wearing creoline upholstery on the cushions. This is really an exceptional bargain. Finished in Cafe au Lait.

Windsor Gas Ranges

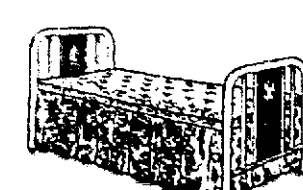


Genuine Black Japan Finish—White Porcelain Panels
Cash price \$25.85

The white porcelain enameled parts are easy to keep spotlessly clean. The oven is lined with rust-resisting Tencel metal. Three regular and one Giant Star burners—easily removed for cleaning. Will give years of service. This range is equal in value to any gas range retailing at \$35.00.

Slide-Out Day Bed

Opens To Double Bed Size \$12.45

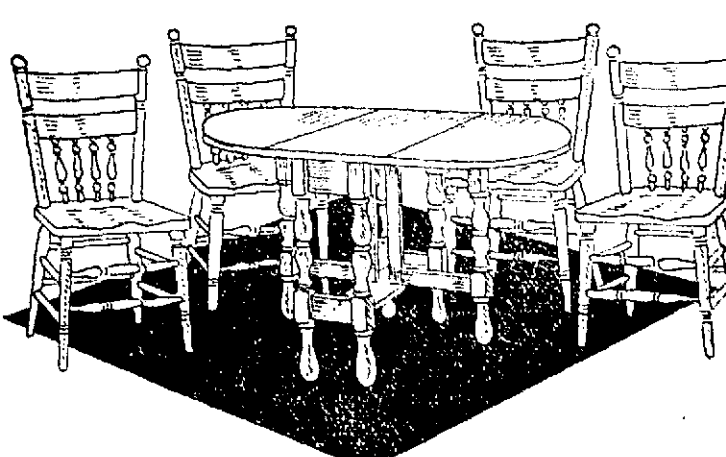


Easily converted into a double bed by simply pulling out the lower section which is equipped with spring mattress. Comfortable mattress is hinged to fold flat either open or closed. End panels medallion decorated. An outstanding value!

WARD'S NEW EASY PAYMENT PLAN

On All Furniture and Floor Coverings

is the key that opens the door to new home beauty. Select at least \$30 worth of furniture—pay a small amount down—the balance monthly—and enjoy the comfort and conveniences of home needs you have long dreamed of owning.



Unpainted Breakfast Sets

Paint Yourself and Save the Difference

5-piece Set. Gateleg table and 4 Chairs

\$9.95

Gateleg table sturdily built of solid pine. The chairs are hardwood, all sanded, ready for painting. Dependable construction assures long service. Use your own color design to harmonize with your other furnishings. You will find Ward's Low Cash Plan will meet your needs. Visit our paint dept.

Ward-O-Leum Rugs

Water-Proof Stain-Proof

\$6.15

9x12 size

An ideal floor covering—resisting beauty and economy. Always looking as freshly pressed and ideal for any room.
The easiest to care for—keep clean

OPENS SATURDAY!

At 112 East Second Street.

HOPE

ARKANSAS

YOU ARE INVITED TO BE OUR GUESTS on the opening day of our new Montgomery Ward & Co. Store. Come, see the wonderful values that are now offered to the people of this community. After months of preparation, this Store is now ready to serve you in your every need, with quality merchandise and at savings that will surprise you.

BACKED BY 57 YEARS GROWTH. Last year Montgomery Ward & Co. served twelve million families. In this new Store you will find the same high quality of merchandise, the same dependable guarantee of satisfaction, the same easy payment plan,

and the same courteous service that has brought Ward's to its present leadership in merchandising. Even if you have never bought from Ward's, come, see this Store.

ONE OF 400 NEW STORES. Every week communities are well-served by new Ward Stores. Customers benefit by our constantly increasing business; by our enormous buying power; by our economy in distribution. Both town and rural customers find Ward's Stores convenient for purchases for their immediate needs, and for placing mail orders for prompt delivery of any of the nearly 40,000 items in our Catalogue.

COME, THEN, ON OPENING DAY

WE WILL WELCOME YOUR ENTIRE FAMILY AS OUR GUESTS

A. S. SHEFFER,
Store Manager

Triumph in Beauty and Fashion

All that is new and smart is to be in Ward's—being prepared for the well-dressed woman and miss. Modes that reflect the latest and best of Summer—a colorful pageant of authentic styles. Let us prove to you that you may keep with moderate prices!

DRESSES
For Summer Days
Tub Silks—Prints—Crepes—Georgettes
\$5.95

Good frocks in the charming get of summer. Sleeveless sport dresses, delightful in their cool simplicity and the daintiness of their pastel silks, come with sun-backs. Gay printed silks, daintily tailored street wear. Flattering chiffons and georgettes in gorgeous garden prints for afternoon and evening wear. These are fashions to become every tissue. Each style an outstanding summer fashion, and every one an outstanding value!

Blue, Yellow, Fresh Green, Peach, Flesh, White

Other Set Frocks at \$9.75

Chic New Hats
IN VARIED STYLES
98c

New modes and new colors add their charm to this showing of summer millinery. Styles are varied, too, including big hats with graceful flapping brims and the tight, perky little hats so flatteringly youthful.
Also see our line of smart felt hats—\$1.45 to \$2.98

RIVERSIDE BATTERIES

Guarantees Increased All Prices Reduced
Riverside batteries deliver dependable power in all weather. More power, longer life, get more from the average battery sold elsewhere.
Sold on 60 days trial.

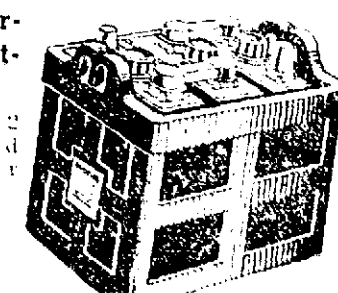
Standard 11 Plate "Riverside" Batteries
Now guaranteed for 2 years. For FORD and CHEVROLET Cars. Our Lower Price

\$6.98

Super - Power Over-size "Riverside" Batteries

Now guaranteed for 2 1/2 years. For FORD and CHEVROLET cars. Our lower price—

\$10.45



The New Wayway Electric Gyrator Washer

Guaranteed for 10 Years!

Ward's Low Cash Price

\$74.95

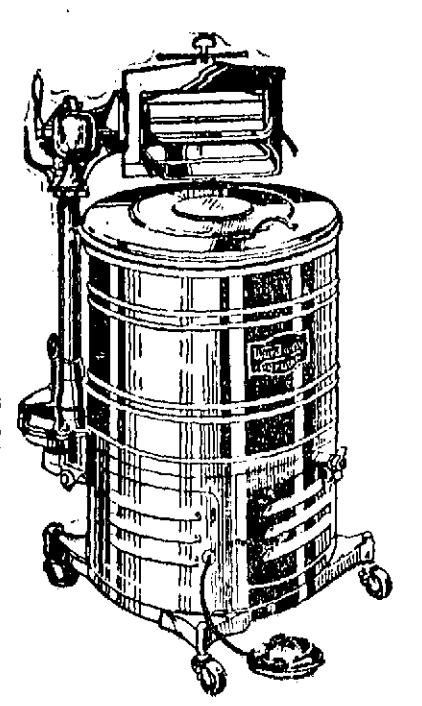
Easy Payment Price \$82.95

\$5 Down \$6.00 Per Month

Introduce "Blue Mosaic" bowler with a washer that will wash your clothes out in less than 10 minutes. No rubbing necessary. Saves time, money, energy. Very easy to operate and economical, too. The Gyrator has the best features of machines selling for \$30 to \$80 more—copper tub, no center cut, 8 position safety trigger, splash proof motor, etc. Even the daintiest material may be washed without fear of harm.

Sold on 30 days trial in your home.

Don't buy any other! You have seen and tried the Gyrator!



MONTGOMERY WARD & CO.

Store Hours: Saturday a. m. to 9 p. m. Week Days 8 a. m. to 6 p. m.

Phone 930

Ward's Clothing for Men

Correct Styles in
New Patterns and Fabrics
Splendid Workmanship

Unusual Values at Ward's Low Prices

\$7.95

Raycool and Tropical Worsteds

Men want style, quality, fit and they find all three, as well as low prices, in Ward's suits. The best of fabrics, the newest patterns and weaves—the best workmanship plus styles by a master designer, are the dominant features that make Ward's clothing popular.
Materials from the best woolen mills both here and in England are fashioned into these garments that look and wear as well as others costing double our low price. Tailored to hold their shape and give long service. All sizes and models for every type.



Athletic Style

Shirts -- Shorts

Shirts 19c

Shorts 43c

Shorts of mercerized broadcloth in a variety of colors and stripes. Shirts of cool Swiss rib. These are exceptionally good values.



Genuine Fruit of the Loom
Boys Wash Suits

95c

This material is famous for its fine washing quality. Two attractive styles, one single breasted, the other double breasted. Both suits have flapper pants. Sport belt of self material. All seams double sewed and turned.

Coverall House Paint

Guarantees Satisfaction



Ward's Factory
To Your Price, gallon—

\$1.89

One gallon of Coverall will cover 250 square feet with two good coats on average surface and under average conditions. Ward's guarantees this coverage and will furnish new paint free and pay for putting it on your building if Coverall fails to satisfy after applying as directed. Choice of 32 lasting colors.

In 50 gallon bbls, gallon \$1.58

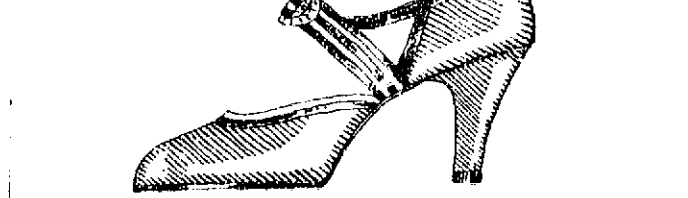
Toilet Goods

At Prices That Save

1. Large Size Listerine 69c
2. Daggett & Ramsdell's Cold Cream 69c
3. Pond's Cold Cream 39c
4. Ipana Tooth Paste, 2 for 67c
5. Listerine Tooth Paste, 2 for 35c
6. Mentholatum 39c
7. Life Buoy Soap 7c
8. Lux Soap 8c
9. Mennen's Shaving Cream 37c

Also sold on easy payments

Also see our line of smart felt hats—\$1.45 to \$2.98



New Modes

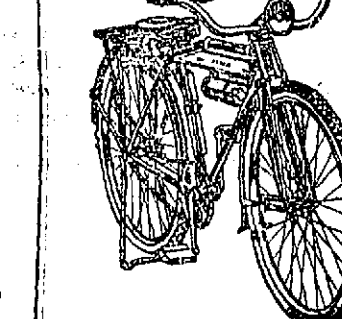
IN SMART SHOES

\$1.00 to \$3.98

You'll find shoes of all kinds here—and at prices that meet your requirements. Shoes for dress; shoes for street wear; shoes for work; in fact, shoes for every need. We also have a complete line of shoes for children and men. When you buy shoes—Think First of Ward's.

Hawthorne Flyer Motorbike

Built for Endurance and Speed



\$29.65

cash price

Also Sold On Easy Payments

Every boy wants one! Every boy should have one! The unsurpassed performance and unequalled value of this bike put it in the same class with those selling for \$20 and \$25 more. Full Sport Model equipment; chromium plated like an automobile; New Departure coaster brake.

Ask about the famous Hawthorne Guarantee.

Royal Blue Separators

For Dairies of One To Five Cows

\$36.35

cash price

Also sold on easy payments

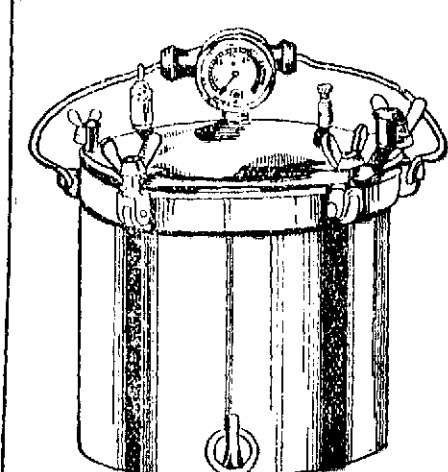
Produces 30 lbs. of milk per hour. Three quart, a quart, and a half quart sizes. The unsurpassed performance of the Royal Blue has won it unmatched popularity everywhere. The Royal Blue saves you \$15 or \$20, as it is equal in value to those selling at \$75. May also be had in 500 and 800 pound sizes at slightly higher prices.

Sold on 30 days trial in your own dairy



Cook the Waterless Way With A

Waterless Cooker



\$4.65

You can can and cook in one third the usual time. Foods are made much healthier and tastier by this process. Takes all the drudgery out of cooking. Excellent for cold pack canning. Quilt capacity.

Save Money Every
Day At Ward's!

MEN'S DRESS SHIRTS

Our Low Price, each 98c
White broadcloth and fine quality printed percales. Fast colors. Collar attached or neckband style. Size 14 1/2 to 17.

MEN'S NECKWEAR

4-in-hand Silk Ties 79c
Beautiful new ties of silk and rayon. Best quality. Smart low ties for men and young men. 98c and \$1.45

MEN'S BEAU BRUMMEL FOOTWEAR

At Ward's Low Price, pair \$5.98

Genuine calfskin. Medium Square toe. Stylish and comfortable. Oak leather soles. Goodyear welt—rubber heels. Sizes 5 to 12.

FANCY PATTERN SOX

Woven Rayon Patterns, pair 39c
Season's newest patterns in silk and lustrous rayon. Snappy sox for the younger men and more conservative designs for the older men. All sizes.

MEN'S WORK SHIRTS

Good Quality Chambray, each 69c

A fine quality blue chambray work shirt. Cut full and well made. One pocket with double yoke. Celebrated for their fine wearing qualities. Sizes 14 1/2 to 17.

MEN'S OVERALLS

Good Quality 98c

Good quality white backed blue denim. Cut full and well made. Four large pockets. Reinforced at all strain points. All sizes.

MEN'S WORK SHOES

Moccasin Vamp \$2.49

Sturdily made to withstand hardest wear. Very comfortable and easy to wear. Oak leather soles—Goodyear welt. Sizes from 6 to 12.

MEN'S WORK SOX

Heavy Only 15c

Made of heavy cotton in a large size. Knit strongly and will withstand extraordinarily hard usage. Reinforced heel and toe. All sizes.

NAINSOOK UNDERWEAR

Low Priced at 49c

Fits comfortably. Ribbed insert at middle of back prevents binding or ripping. In either flap or drop seat. Good quality nainsook. All sizes. A Bright Blue—

COLORED KITCHEN WARE

59c to \$1.39

Enamelled kitchenware in spring green, yellow, coral, red, Seablue and easy to clean. Pans, kettles, bowls, coffee pot, etc. Add cheer to daily cooking.

Chicago's Bragging Busher Talks, Plays Self To Fame



They thought they had some fresh young players in the majors until "the Great Shires" arrived. Art made his competitors look like mummies. And he knows how to play baseball.

CHICAGO, July 26.—(A)—Art Shires is almost as good as he thinks he is.

The chesty kid from Texas, who bounced into print with the boast that there were two ball players in the American league "and Ruth was the other," has fielded and hit right along with the veterans this year.

Calling this a tempestuous season for Shires is like referring to a tornado as a mild breeze. Arriving behind a smoke screen of self praise, he became captain on his first spring training trip with the Sox. Then he bolted the club and was "busted."

Forgiven, the 22-year-old youth returned to the team and six weeks later matched blows in a sordid flat fight with Manager Lena Blackburne. He apologized, but kept on talking. He now rooms with his boss while the Sox are on the road.

That briefly is the career of "the Great Shires" who headlines the lowly Sox cast. Among other things he claims honors as the champion tobacco chewer of the majors.

Chicago fans who visit Comiskey park mainly to razz the bush league upstart can't determine whether his braggadocio is showmanship or naivete. Whatever it is, Shires is living up to his own advertising copy.

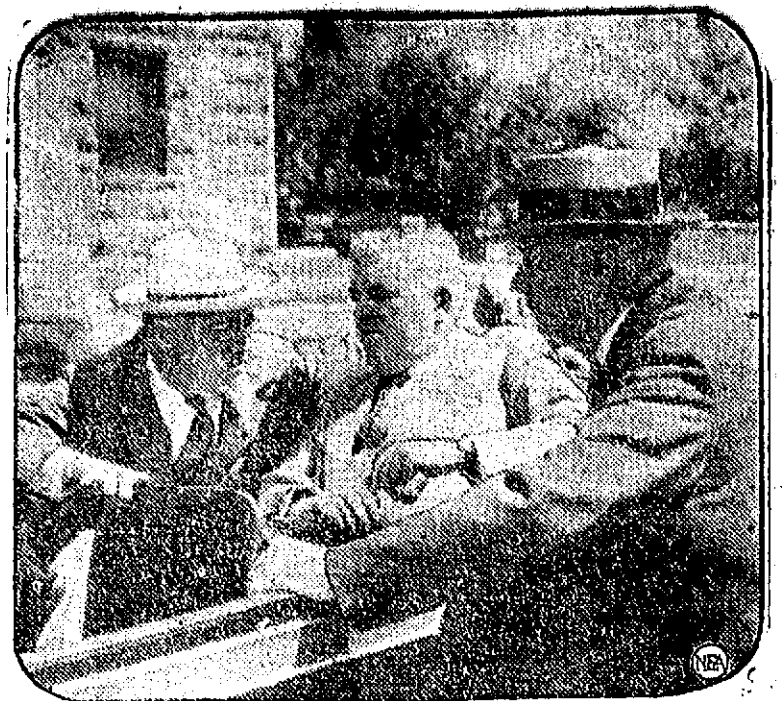
Shires got his second chance at the first base job when Clancy was hurt. Looking on from the outside it appeared that Blackburne welcomed the change, for the great one was an irrepressible pest on the bench.

Every time the Sox manager looked around for a pinch hitter Shires jumped up, grabbed a couple of war clubs and dashed for the plate. He bothered Lena every day to let him in the game.

Whenever a camera man appears on the field Art busies himself near the lens, and to reporters he always has a "statement for the press."

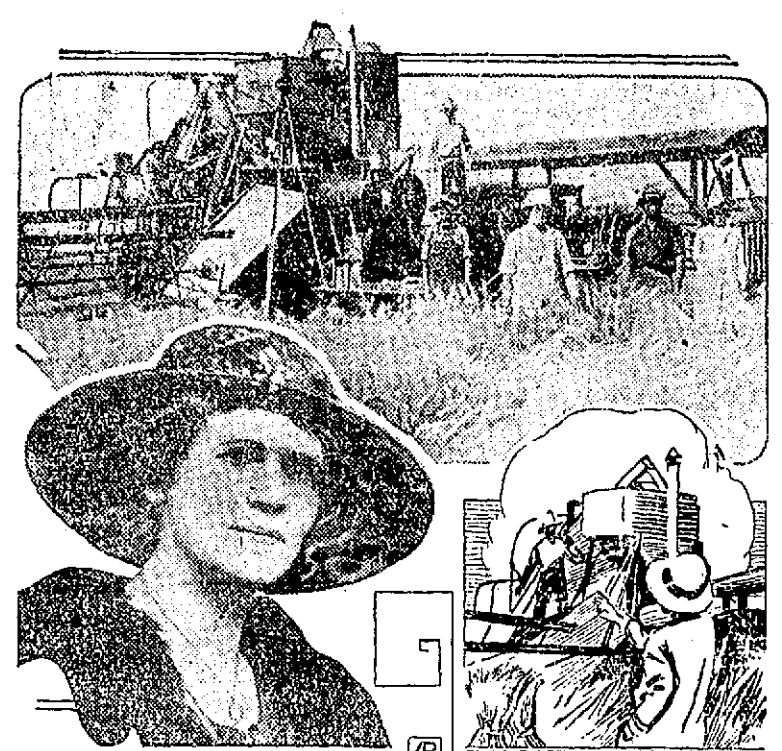
"How are you today, Art?" from a reporter will bring: "Fine, and you can say what the fans want is more hitting, and I'm one to see that they get it."

Beginning Probe of New York Prisons



Sensational results of convicts in two New York state prisons—at Dannemora and Auburn—within a week of each other, brought "a sweeping and thorough investigation" from Governor Franklin D. Roosevelt. Here to use the Chief Executive of the Empire State, left, as he arrived at Clinton Prison in Dannemora to inspect the scene where three were killed and a score wounded during a riot of 1500 prisoners. With the governor are Commissioner of Prisons R. F. C. Keib, center, and Warden Harry Keiser, right.

Kansas Woman Wheat Queen



Harvest scene on the large farm of Mrs. Ida Watkins, called the wheat queen of Kansas. Mrs. Watkins is shown in inset.

SUBLETTE, Kas., July 23.—(A)—A middle-aged woman of 58 is proving that there's money to be made in wheat farming, with or without farm "relief."

They call Mrs. Ida Watkins the "wheat queen" of Kansas primarily because her farm illustrates an application of big business methods to agriculture. She has adapted metropolitan factory methods to her 4,500 acres near here to earn that title.

A cattle queen of Oklahoma before she came to Kansas to raise golden fields of grain on a large scale. Mrs. Watkins, a widow, will see her 30 years of farming climax this year by the largest crop she has harvested.

And this woman who is showing the way to the wheat farmers of the west is no white collared executive. She directs the work of her farm, aided by the lessons her years of experience have taught her, and when the harvest comes, she personally supervises the

Great Task

She is systematic and business like in the management of the farm. She keeps accounts of all operations. Only the most modern farm equipment is used. She pays her employees for the time they are hired rain or shine. Tractors work day and night.

Her business shrewdness has been demonstrated more than once to her demonstrated hard once to her financial advantage. Last year she had 2,500 acres in wheat and when 50,000 bushels were harvested, she decided she wouldn't sell any of it for less than \$1 a bushel. She waited and won profit.

When her husband died in 1902 she was left with a ranch with 1,050 head of cattle. Assuming charge, she operated the ranch for eight years profitably before she was lured to Kansas by the prospect of great profits in wheat. She bought some land for \$3,500 and in the first year harvested a crop which brought her \$3,500. The acreage was increased to 280 in 1923 and in four years, she sold \$28,000 worth of wheat from that tract.

This year she expects to harvest 75,000 bushels.

Mrs. Watkins' farm is a show place during the harvest season. She employs scores of men who work in three shifts of eight hours each to complete the gathering of grain in a minimum time.

Mrs. Watkins has her own philosophy about farming and it contains no cry for farm relief. To the contrary, she avers there is no more profitable business in the midwest than farming, and believes that wheat farmers will find relief in cooperating in growing and marketing their crop.

"Hard work, mixed with common sense, never starved to death on a Kansas farm," she often-times has said, and a study of her own profits indicates the basis for her statement.

"They call me the wheat queen," she muses. "Well if I'm queen of anything I'm queen of hard work."

BATTLE FIELD

Mrs. Maggie Athens returned home Sunday after a short visit with relatives at Holly Grove.

Mr. and Mrs. B. F. Wilson made a business trip to Hope Saturday. Several from this place who have been working at the Highland Peach orchard returned last week all reported a fine time.

Mr. Roy Collins and family spent Sunday with Mr. Finley Turner and family of Spring Hill.

We are sorry to report that Mrs. Lou Tarpley and Miss Marie Ried have been on the sick list the past week.

Mr. Cecil McBay and family of Oklahoma are visiting relatives here.

Bro. Robinson filled his regular appointment here Sunday. Everyone enjoyed his fine sermon.

Several from this place are attending church at Spring Hill this week.

Alabama Troops Guard Convicted Negro Murdered



Alabama national guards under orders of Governor Bibb Graves, escorted Le for B. J. negro, back and forth from Montgomery to Eufaula where he was convicted on a murder charge and sentenced to be executed after one of the shortest murder trials in history. Governor Graves feared a possible lynching attempt. Troops as they guarded the negro upon arrival in Eufaula for the trial.



Scene From "Queen of the Night Clubs" starring Texas Guinan. A Warner Bros. Production. Saenger Friday and Saturday

Frankie Lee and Marie Ward attended the singing at Hinton Sunday evening. They reported a nice time.

Mr. and Mrs. Albert Ross and family were the supper guests of Mr. and Mrs. Frank Ward Sunday. Mr. and Mrs. Lou Ratcliff spent Thursday night with Mr. and Mrs. Alb Ross.

Mr. and Mrs. E. Daugherty of near Centerville spent the week end with their daughter and family. Mr. and Mrs. Frank Ward.

Audrey Kennedy is on the sick list this week.

Frankie Lee and Marie Ward spent Saturday night and Sunday with Mr. and Mrs. Minus Humphries.

T. M. Hamlet spent Sunday with Bob Mayton and family.

Lawson Cox and children spent Saturday night and Sunday with Mr. and Mrs. J. V. Nicholas.

Ray and Lucille Mayton held a Mr. and Mrs. Frank Ward spent

Sunday visiting relatives at Texarkana.

Mr. and Mrs. Wilton Graham were last Friday visitors at our school.

Because he was born 29 minutes before his twin brother, thus being the older of the two, Thomas Jones of Redwood City, Calif., has inherited the \$175,000 estate of his uncle.

A St. Louis girl has a brother named Bob who likes to keep in the morning and has to be called repeatedly. On a lunch she put \$2 on Call Bob at the kernel club dog races, and won \$144.20 as a result.

William Granton of Melbourne, who claimed to be a millionaire, and became engaged to a rich girl, was exposed as a valet.

Returning to his parked auto, J. C. Dowley of St. Paul, found in it an abandoned baby boy.

PIGGLY WIGGLY All Over the World

Welcome . . . MONTGOMERY WARD & Co.

You are welcomed to Hope, and we sincerely hope and believe that you will always be glad of your choice of a location here in Hope for one of your stores.

We feel that you will draw additional trade to Hope; besides helping us in our merchandising plan of trying to make shopping for cash both profitable and interesting to the housewife.

Hope's Leading Grocery
CARL COPELAND, Manager

Plan Cross Country Refueling



A non-stop flight from Chicago to San Francisco to New York back to Chicago is next on the program for refueling endurance flyers. Here are Capt. C. Edward Nelson, left, and Capt. Roy L. Amnell, former army aviators, who soon will attempt this flight. They hope for a new distance record for transcontinental flight, the time mark for the nonstop distance flight and the refueling in flight record while covering 7000 miles in 72 hours.

"C" Means Cubs, Chins; Maybe Championship



Here are the prominent members of the Cubs' Chin club. A strong group of chins providing a protuberant front for a courageous team battling for the National league pennant.

CHICAGO, Aug. 1.—(A)—Those colorful Cubs with the Grade-A chins go down fighting and they come up the same way.

Factors in every pennant race since Joe McCarthy, the King Chin was crowned, the Chicago outfit has that old determination and fighting instinct so essential to a club with championship aspirations.

Character analysts who emphasize the importance of a good strong chin in the facial makeup might use the Cubs as models.

For, it's hard to find a major

league club with better chins and there aren't many clubs which have made a more consistent and determined fight for leadership than the Chicago team.

That chin of McCarthy's is one of the prize physiognomical proportions of baseball. It has few equals on the diamond. And its wearer had few equals as a fighter.

McCarthy has enough chin to help out in Cub quarters where there is a deficiency. He also has enough fight to go around.

Out in front of the players' unit

of the Cubs Chin club are Hornsby, Grimm, Wilson, Root and Stephenson.

There isn't a cub in the lot that can be spared if the Bruins are to win the flag they have been battling for so strenuously.

Hornsby is lining up to expectations as the needed unit in a pennant winning combination.

Wilson, with his home run propensities, is absolutely indispensable to the team, as are also Riggs Stephenson, the swatting fly-chaser; Charley Grimm, the ace-high first baseman, and Charley Root, the pitching mainstay.

SPOT LIGHTS WELCOMES MONTGOMERY WARD & Co.

We feel that your coming adds greatly to the value of Hope as a center for shoppers from all over this section of Arkansas.

As a fellow-merchant expecting a constantly growing business in Hope, we welcome you.

R. L. PATTERSON
CASH AND CARRY GROCERY

WELCOME . . . MONTGOMERY WARD & Co.

Whatever makes Hope a better city in which to live, to work, or to trade, makes it a better place in which to do business, in Ladies Apparel, just as in all other lines.

That's why we are welcoming the coming of Montgomery Ward & Co.'s retail store.

Ladies Specialty Shop

Exclusive but not Expensive.

She's The Nurse For 1500 Monkeys

Los Angeles Girl Finds Them Much Easier To Care For Than Human Beings

Says They Don't Complain as Often



Miss Peggy Maner and one of her Simian patients.

ing nurse to some 1500 monkeys of all ages and breeds is not half the task it sounds, according to Miss Peggy Maner, who sees to the health of her simian charges at the Los Angeles Monkey Farm here.

Miss Maner says she would rather take care of a dozen monkeys through sickness than whereof she speaks.

one human—and she knows her nursing experience has been varied and wide. She has worked in several large hospitals and served with the Red Cross during the World war, when she was wounded while on duty near the front.

They Don't Complain
"The poor monkey is a much maligned creature," she explained. "Everyone looks down upon them as being a lot of chattering screaming, absolutely unnecessary evils, but people don't know them as I do."

"It is an accepted fact that one never knows a fellow man until he has tended him through illness. People when ill are prone to be querulous, quick tempered inflicting their ill feeling on those expression. Far from it. Every movement of a monkey's face be-

suffering that it would do us well to get along with. But the monkey to imitate when ill. "Not that he lacks a mode of "He has a capacity for patient

And They Show Appreciation for Kindness.

about them and in general hard trays some emotion, and the sounds they utter sometimes closely approach a language. I'm sure they do talk, if we could only understand them.

"They are so human. And the babies—they are the cutest things in the world. I've seen many a child come into the world that wasn't nearly as good-looking as some of these baby monkeys."

They're No Disgrace
"Of course, I believe in evolution. No one who has known monkeys as I do could disbelieve in the theory. But I don't think it is a disgrace for us to have them as ancestors. In fact, sometimes I think we are a disgrace to them."

The "Monkey hospital" where Miss Maner works is a unique institution. It is as completely equipped as any hospital for human beings, and has a maternity ward, operating rooms and an emergency division. So appreciative are the animals of the care they receive that often those that have been treated return voluntarily to Miss Maner for fresh bandages—or just for sympathy.

In the Field with the County Agents

The prospects are that this will be the biggest Farmers' Week that we have ever had. The program is better and more elaborate than for any previous year which will insure the best instruction and entertainment for the entire week. Hempstead county will have the biggest delegation they have had both of men and women and of 4-H club

members. Since the Frisco railway has cooperated by offering a special round trip fare of \$5 most of the people are planning to make the trip on the railroad. This is a wise plan too because everyone from Hempstead county can then be together on the way up, can get up songs, yells, etc., appropriate for a county delegation as such.

Every man and woman needs a vacation at some time during the year and this affords a splendid opportunity to take a vacation of a week at a nominal

cost. It also gives an opportunity for everyone to meet with some of the best farm leaders in the United States and some of the best farmers in Arkansas. Let's all be on our way August 5 for Farmers' Week at Fayetteville where our State University is located.

Arthur Wade of Blevins reports that his cotton which is following a cover crop of vetch and oats is holding up much better during the dry weather than that planted on land where there

was no cover crop planted. It is usually customary and the best practice to follow vetch with corn because there is always danger of not getting a good stand of cotton but in either case the humus which the green cover crop puts into the soil as well as the nitrogen which is gathered by the legume from the air and placed in the soil all make the crop which follows hold much better in dry weather. Our heavy commercial fertilizer bills can be greatly reduced and our land can be greatly improved by planting these cover crops like hairy vetch.

George Johnson of Hope route three reports that the cotton where he used 400 pounds of 10-4-4 fertilizer instead of 200 pounds is showing up very much better. This extra money spent for the 200 pounds of fertilizer will usually pay for itself many times over. The amount of fertilizer which can be profitably used largely depends upon the native fertility of the soil. It is an established fact that good soil will pay for more fertilizer than will poor soil. If we expect a good return for what we have to start with, and that is especially true when we invest money in fertilizer to put on land. Part of Mr. Johnson's cotton looks as if it would make a

16 and a Flyer



She's only 16, this Margaret Du Prey, and she's Minnesota's youngest aviatrice. But she can handle planes so ably that she hopes to obtain her flyer's license in October. Miss Du Prey lives in Duluth.

No, Not a Doll



Her golden curls and big brown eyes, so doll-like in appearance, caused judges at a West Palm Beach (Fla.) baby show to award 2-year-old Mary Ruth Patton of Lake Worth, first prize of a silver cup and \$50. One's tempted to describe her as the latest thing in French dolls.

bale or better of cotton per acre. His daughter Delma, however, who is a 4-H cotton club member will beat him on her prize acre if Mr. Johnson isn't careful.

J. A. Peters of Belton fertilized one acre in the middle of his field with 400 pounds of 10-4-4 fertilizer while the most of his chop has about 200 pounds. Where the land is good at all to begin with Mr. Peters states that the 400 pounds is paying far better than the smaller applications. Mr. Peters believes that next year he will grow fewer acres of cotton, and make more per acre by using good seed and heavier applications of fertilizer.

Sloman Goodlett 4-H club boy at Ozan reports that his pure bred Poland China gilt which he ordered last spring from Colony, Kansas, is looking splendid and that the litter of 7 pigs will average over 100 pounds each now. These animals will be in splendid condition for the Fair in

September. Several other 4-H club boys in the county are raising litters similar to this one of Sloman's and are planning to have them ready to exhibit at the Fair at Hope this fall.

LIBERTY HILL

Bill Pelt of Paineau, La., has been visiting relatives the past two weeks.

Mr. and Mrs. A. A. Fuller were enjoying callers of Mr. and Mrs. George Whitley of near Blevins. The 1636 telephone line have fixed the line. They re now hoping to get central from now on.

Mr. and Mrs. Tom Drake and family of Hope drove out to be the guests of Mr. and Mrs. J. L. Forrest Hill cemetery Tuesday.

O. P. Kent and son of Sulphur Springs, Texas, visited Mr. and

Mrs. J. H. Kent Tuesday. Mr. and Mrs. J. L. Light drove to Highland Sunday.

The Liberty Hill 4-H club members wish to thank all their friends who attended the ice cream supper Friday night which was a success. Mr. and Mrs. Thad Vines and family visited Mr. and Mrs. Jeff Mitchell Sunday. Madie is spending the week there.

NEW LIBERTY

Health in this community is very good at this writing.

Edna Gleghorn spent a few days with Beulah Hamilton last week.

Some of the people of this place went to the graveyard working at Forest Hill cemetery Tuesday.

Mrs. Beulah Percy and daughter, Marguerite and Mary Sue of

Foreman returned to their home Saturday, after spending a few days with relatives at this place. Reeder Langston and Beulah Tom and Cohen Hamilton spent Sunday afternoon with Beulah and Lois Hamilton.

Mr. and Mrs. John D. Langston and sons, Jesse, Otis and Fred attended the baptizing at Rocky Mount Sunday afternoon.

The revival meeting will begin at New Liberty the second Sunday in August, held by our pastor Bro. Wesley Thompson. Everybody is invited to attend.

Spying on her daughter-in-law Mrs. Ruth Finch of Chicago, got evidence that won a divorce for her son. George R. Flynn was fined \$25 for kissing Miss Ethel Cline on a Chicago motor bus.

WELCOME TO

MONTGOMERY WARD & Co.

We are glad to welcome a store with such a national reputation; and who have located such a splendid store here in Hope.

We are glad to say that we remodeled the four story building which they occupy here.

•••••

J. W. BOOTH

CONTRACTOR

J.C. PENNEY CO.

104 West Second Street

Phone 484

Welcome To MONTGOMERY WARD & Co.

We welcome you as a neighbor and as a fellow-merchant.

We are proud to know that your company has selected our town as one of the most progressive communities in which to open one of your stores.

You will find Hope a good community in which to live and to do business in. You will find its people appreciative of service rendered them.

We merchants can serve this Southwest Arkansas trade territory best by proving to its people that it is the best trading center they could possibly patronize. We know that you will assist in fulfilling this common duty.

We welcome you to our mutual privilege—of serving the people of Southwest Arkansas. They deserve the best that is in us. We wish for you all the success that your efforts merit.

Welcome!

To

MONTGOMERY WARD & Co.



This firm, one of the pioneer business houses of Hope, welcomes Montgomery Ward & Co., upon their selection of Hope for their fine, large store, which is opened to the public for the first time Saturday. We feel that their coming will extend the limits of our trade territory, and help Hope to attract more shoppers than we have ever attracted before, or that we could possibly attract without them.

And that which benefits Hope as a center for shoppers, is sure to benefit this store if our service, merchandise, and prices are right. And we shall continue to see that they are right, in every respect.

Hope Furniture Co.

CALL FIVE



WELCOME!

To

MONTGOMERY WARD & CO.

IT IS with a feeling of pride that we extend greetings to a store of such magnitude as yours. It is another asset to add to the many which make Hope an important trading center. Your coming here with a store so large; with your reputation, your merchandising experience and merchandising possibilities will add greatly to the renown of Hope as a place in which to live and in which to shop and do business.

WE WELCOME you as a fellow institution of service. It is our belief that there is no better, no more prosperous section of the state than ours, the hub of which is the city of Hope. We are proud that you have recognized the importance of Hope by locating a store here.

We welcome you as neighbors----and we wish you every success.

First National Bank

Officers and Directors

R. G. McRAE, President
HARRY J. LEMLEY, Vice-Pres.
LLOYD SPENCER, Cashier
SYD McMATH, Assistant Cashier
ROY STEPHENSON, Assistant Cashier

N. P. O'NEAL
E. P. STEWART
CHAS. C. McRAE
TALBOT FEILD
J. F. JOHNSON

Illness of Snook Juror May Cause Trial Postponed

Will Recall Venire To Se-
lect Another Alternate
Juror.

SNOOK IS CONFIDENT

Unruffled In Face of Mur-
der Charge for Killing
Girl.

COLUMBUS, O., Aug. 1.—(AP)—
The sudden illness of Mrs. Helen
E. Lunsford, only woman on the
regular jury panel to try Dr. James
H. Snook for the confessed murder
killing of his student mistress,
forced a recess of court today un-
der which additional members of an
exhausted venire could be recalled
in order to qualify a new juror.

There is a possibility that the
case, by reason of illness of the
juror, may be forced to go over
until the succeeding term of court.

Parents To Be Absent
Dr. and Mrs. Melvin T. Hix,
parents of the slain girl, will at-
tend no more sessions of the trial
it was announced by their attorney,
Boyd Haddock. He said the deci-
sion was reached because of the
physical condition of Rev. Hix and
because of the strain the father
had been under during the first
five days of the trial.

Juror's Place Filled

Mrs. Lunsford's place will be
filled by Mrs. H. Cassidy, the al-
ternate juror, and another alter-
nate selected from the recalled
venire.

Oregon Reports Junior Klondike

Transportation Difficul-
ties In Way of Rush To
Rogue River.

GOLD BEACH, Ore., Aug. 1.—
Scores of prospectors and adven-
turers are trooping through this
little outlying town at the mouth
of Rogue river bound for Mule
creek, some 40 miles up-stream,
where a strike of rich ore has started
the West's newest gold rush.

Ore, which experienced mining
men say will run \$5,000 to the ton,
has been uncovered by prospectors
in a vein of decomposed quartz.

This latest find, which followed
many other recent ones, has stimu-
lated interest in the region so
much that the trek to the diggings
amount to a real gold rush.

Until the recent strike, the place
was marked only by a tumbled-
down flume rusted sawmill (packed
in on burros) and dilapidated
hydraulic "giants" used to tear
up the alluvial sands.

Operation are hampered by
transportation difficulties. It is
20 miles by road and 20 more by
a narrow trail from Grants Pass
down river to the new diggings.

Prospectors can go up-stream from
Gold Beach by motorboat to a point
15 miles below Mule creek. From
there everything must be packed in
over mountain trails.

Possibility of airplane transpor-
tation is under consideration, but
it is difficult to find a flat piece
of ground large enough for a land-
ing field in the vicinity of Mule
creek as the country is practically
straight up and down.

Scaphans, although considered
practically out of the question as
the river is narrow and swift
and flows through a narrow can-
yon with high basalt walls at that
point.

'Lucky Boy' Coming To Saenger Sunday

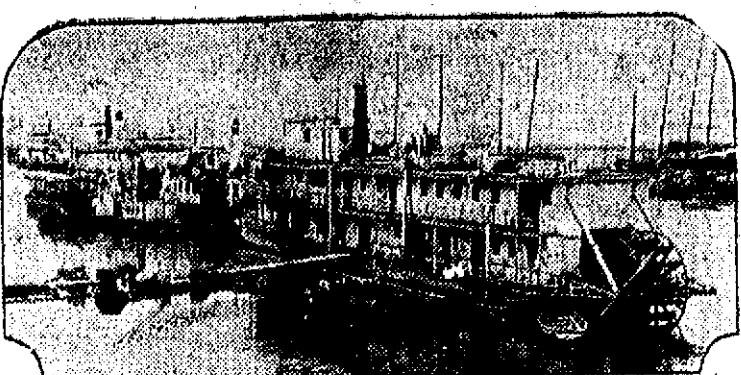
Last of Legion Benefits
Prior To Festival Is
Feature.

Manager Jack Eaves of Saenger
Theatre announces for Sunday as
the Legion benefit attraction,
"Lucky Boy," a singing-talking
picture said to equal "The Singing
Bells."

An unfortunate mix-up last Sun-
day resulted in the substitution of
a picture not advertised. This week,
however, precautions have been
taken to avoid such an occurrence
and "Lucky Boy" will be present-
ed.

Some of the best voices in the
talking picture world will be heard
in this attraction, guaranteed by
Mr. Eaves to be one of the best he
has ever had the pleasure of pre-
sented to Hope amusement lov-
ers. It is offered as a Legion ben-
efit to assist the local post in put-
ting over the Melon Festival.

Where China and Russia Clash



The city of Harbin, Manchuria—half Chinese and half Russian in
population—is one of the points on the Chinese Eastern railway where
China and Russia are most at odds. These exclusive photos along the
Suganui river. In the center is a street in Fuchien, the Chinese sec-
tion of Harbin. Below are two Russian women street merchants in the
Russian quarter.

Star's No. 1 Dollar Changes Hands At Bodcaw, Nevada Co.

"Number One"
(Eight Changes)
W. H. Munn, Bodcaw, Nevada
county—received from Mr. May,
of the same place.

"Number Two"
(Thirteen Changes)
Mr. Lee of Palmos—received
from J. C. Penny company.

The Star's No. 1 Dollar came to
life at Bodcaw yesterday for the
first time since Mr. May took it
away from Hope. W. H. Munn, of
Bodcaw, pronounced The Star's offer
to say he had just received it.

The No. 2 Dollar also moved
yesterday, quitting the J. C. Jen-
ney company store in the hands of
Mr. Lee, who carried it back home
to Palmos.

Both of the stay-at-home dol-
lars, therefore, are temporarily out
of town, but still in the Hope trade
territory, and presumably at work.

The Star's readers are asked to
be on the look-out for the test dol-
lars everywhere, and to phone 768

our office—upon receiving
either of them.

No. 2 continues to be more ac-
tive than No. 1, registering a total
of 13 changes to date, as against
eight changes for No. 1.

First Re-Fueling Men Given Honor

Awarded Cross for Service
In Field of Aviation
As Pioneers.

WASHINGTON, August 1.—(AP)—
The Distinguished Flying Cross
was awarded today to Capt. Lowell
H. Smith, of Santa Barbara, Cal.,
and Lt. John T. Richter, Virginia,
army air corps officers, as "pion-
eers who established the prac-
ticability of refueling airplanes
in flight."

The test was made in June, 1923,
when the pilots, by refueling, kept
a plane in the air 37 hours.

Shower Brings Relief From Heat

City Moves Out of Torrid
Zone When Cool Breezes
Strike.

The city, sweltering in the grip
of torrid zone weather for a week
past, is at ease today, following
coming up of a cool breeze last
night and a local shower shortly
after daybreak this morning.

The thermometer yesterday flirt-
ed with the 100 mark here, humid-
ity being pronounced, but today the
mercury has receded several de-
grees, bringing relief to all.

Watermelons, At Peak Price, Give Festival A Hand

Hit \$1.60 Per Hundred,
Anderson Reminds
Kiwanis Club.

PAYS TO ADVERTISE

Sensational Demand Pre-
cedes Fourth Annual
Celebration.

Hempstead county has suc-
cessfully promoted the Hope melon
festival, the highest in history—threat-
en to ruin the refreshments com-
mittee which is responsible for
furnishing the Festival crowd with
free melons August 8. Roy Ander-
son, president of Hope Chamber
of Commerce, told the Kiwanis
club today noon.

"Last year we required 80,000
pounds of melons—three carloads
—at a price ranging from 40 to 50
cents per hundred," Mr. Anderson
said. "With the market at \$1.65
yesterday, and \$1.60 today, this
year's supply of Festival melons
apparently will run the committee
from 60 to 100 per cent more in
cash than last year."

Fruits of the Festival
"The 1929 prices for watermelons
are sufficient answer to
critics who doubt the wisdom of
Hope's great annual Festival. Need-
less to say we wouldn't be getting
such prices if it were not for the
advertising that melons bring to
this city and section."

Lynn Smith, county farm agent,
told the Kiwanis that the growth
of the truck business has
brought this division of agricul-
ture up to within 60 per cent of
the gross annual receipts from
Hempstead county cotton.

750,000 in Truck
"The total estimated value of
Hempstead county cotton last year
was \$1,500,000," Mr. Smith said.
"This year's truck crops will
bring a total cash yield of between
\$500,000 and \$750,000. If anybody
told you five years ago that there
would be a farm crop in this
county producing half as much
money as cotton, you would have
said they were crazy. Yet truck
farming is only one item. The
dairy business is another, and I
don't doubt but that in a few more
years we shall have some spectacle
such as the watermelon event to
memorialize the dairy cow."

Mr. Smith put on his champion
dairy feed demonstration team,
Nolan Lawless and Winston Cobb,
of the Green Laster 4-H club, who
illustrated to the Kiwanis club the
demonstration they will make at
Farmers' Week in Fayetteville,
when they compete with other 4-H
clubs from over Arkansas for a
prize trip of the International Dairy
Show at St. Louis.

Guests introduced at today's
luncheon by President John P. Cox
included W. W. Duckett, of Hope,
and Dr. A. J. Neighbors, new den-
tist who is opening offices this
week in the First National Bank
building.

Saenger Merges With Big Concern

Paramount-Famous-Lasky
Announces Taking Over
of Chain.

NEW YORK, Aug. 1.—(AP)—Par-
amount-Famous-Lasky corporation
announced Wednesday that it had
arranged to acquire by an ex-
change of stock substantially all of
the outstanding preferred stock
and at least 90 per cent of the class
A common of Saenger Theatre, Inc.,
of New Orleans.

Saenger Theatres operates a
chain of houses throughout 11 of
the southern states, Central Amer-
ica and the West Indies.

Flight Captain Killed In Crash

Flying Solo When Plane
Goes Into Nose
Dive.

FRANCE FIELD, Panama, Aug.
1.—(AP) Major Earl T. Beck,
of Illinois, commander of the second
pursuit squadron of the army air
corps, was killed this morning dur-
ing maneuvers over this field.

The Major was flying alone
when his plane went into a nose
dive. He was dead when specta-
tors reached the scene.

Man Runs Amuck and Two Are Dead

Employee of Railroad,
Crazed, Wields Knife
With Deadly Effect.

SPARTANBURG, S. C., Aug. 1.
(AP)—Two men were hacked to
death and two others seriously
wounded today when Ray Robinson,
railway clerk apparently insane,
ran amuck among his fellow work-
ers.

One of the victims, R. H. Day,
died en route to a hospital and the
other, J. L. Bussey, a short time
later. Both were railroad em-
ployees.

Lightning Bobs Woman's Hair

KRISTINEHAMN, Sweden,
Aug. 1.—How lightning per-
formed an involuntary hair bob-
bing on a woman in Bonneberg,
near here, has just been told by
the victim, Mrs. Signe Paul-
strom.

A heavy thunderstorm passed
recently over her house. Light-
ning struck it and Mrs. Paul-
strom was rendered uncon-
scious. When she awoke she
found part of her hair burned
off by the lightning and her hair
pins melted.

Women To Tackle Endurance Record

Will Seek To Better Mark
Set By St. Louis Robin
In Flight.

LOS ANGELES, Aug. 1.—(AP)—
Two noted women aviators, Bobbie
Trout and Mrs. Louise McPhetridge
von Thaden, formerly of Benton-
ville, Ark., announced today that
they would attempt to take the
world's re-fueling endurance flight
record from Dale Jackson and
Forest O'Brien, of St. Louis.

Start of the flight will be made
from the Metropolitan Airport
here between September 10 and
20. The delay was explained by
the fact that they are not entered
in the national air derby for wo-
men in which a score of planes will
fly, starting from Santa Monica,
Cal., and alighting at Cleveland,
Ohio.

The two women said a bi-plane
is being prepared for them here for
their assault on the record of
420:20 aloft.

Officers Seize Iron 'Pot' and Mash

Small Quantity of 'Shine'
and Two Men Brought
To Town.

Officers Lawless, Purdie and
Bearden yesterday eased off down
towards Sprudell had after skir-
ishing around a bit located the
game they were hunting, which
happened to be an illicit distillery.

Sadly disappointed they all were,
too. Instead of a nice, clean, san-
itary still turning out a high grade
of gigue-juice they found a coal
oil barrel, open to insects and
rodents of all varieties, the only
sanitary thing about it being the
atmosphere and that was slightly
polluted.

Messrs. Chentem and Washing-
ton—no relation to George, it is
said—were ooked upon with sus-
picion by the officers, seeing as
how one of the said gentlemen of
color had half a gallon of the dis-
tillate in his possession. They came
t down with the officers and at-
tempted to explain to Judge Bright
how it was all a misunderstanding
but the Judge was busy so told
them to make a \$500 bond each and
tell it to the grand jury.

The distilled product of the iron
'pot,' so officers say, must have
been powerful stuff. It had a skum
on top and was of a greenish hue.
They labeled the evidence bottle
"The Undertakers' Friend" and as
such it will be presented in court.

Mrs. Margaret Elwell of Kansas
City got out a hat she had not
worn for several weeks and found
it contained a wasp's nest.

One of Star Force Declares Intention of Taking Honors In Yo-Yo Contest

There's a time-honored saying to
the effect that a monkey can cut
a lot of capers on a grape-vine
and the little simian can probably
do that very same. But if he were
handling a yo-yo top we'd be glad
to have him meet one of Star's
newbies, LeRoy Henry.

For LeRoy is a yo-yoer of parts.
Up or down or sideways or in a
circle or what you choose si all the
same to him. The little whirling
object whirls back to his hand from
any angle and he tries to figure
out something he can't do with it.

Afternoons when the newbies
gather to start out on their respec-
tive routes there's usually a yo-yo
contest just to the rear of the shop.
We so far have manfully refrained
from entering, for the very simple
reason that at our age we would
dislike very much to have LeRoy
or J. T. Bowden, for that matter
show up our weakness in the

Deputy Sheriff Held for Theft of County Scrip

Arrested for Beating A
Board Bill, Officers Dis-
cover Is Wanted.

THEFT 3 YEARS OLD

Alleged Theft of County
Scrip Just Discovered
Sheriff Says.

LITTLE ROCK, August 1. (AP)—
H. E. Jones, 30, formerly deputy
sheriff of Dallas county, was re-
turned from here to that county
today to face a charge of grand
larceny and receiving stolen prop-
erty in connection with the theft
of county scrip three years ago.

Police arrested the man yester-
day afternoon on a charge of beat-
ing a board bill and investigation
resulted in the discovery that he
was wanted in Dallas county.

Sheriff Benton, of Dallas coun-
ty, under whom Jones had worked,
said that Jones and Charles H.
Carr were charged with stealing
county cash warrants to the value
of \$400 to \$500, the alleged theft
being only recently discovered.

Ruling Clarifies School Situation

Distict Can Not Pay Cost
of Transportation To
Other Districts.

LITTLE ROCK, Aug. 1.—(AP)—
The state department of education
was advised through an opinion by
attorney general Norwood today
that Act No. 241 of the last legis-
lature did not authorize school
districts to pay transportation and
tuition charges of high school stu-
dents in other districts.

The department had requested
the opinion to cover cases of dis-
tricts where there was no high
school sending pupils to other dis-
tricts.

Melons Bringing Best Price Ever

Buyers War Runs Market
To \$1.75 for 42-Pound
Average.

What is said to have been the
highest price ever paid for water-
melons on the local market was
paid yesterday, the market ranging
from \$1 to \$1.30 for 30-pound av-
erage melons up to \$1.75 for 42-
pound average.

The hike in price was the result
of keen competition between local
and foreign buyers, plus the de-
mand for Hope melons in the east-
ern markets. The yield this year is
above average, the quality excel-
lent and Hope melons are bringing
a premium when shown in the
marketing centers of the east.

Miss Annabel Philbrick Is Appendicitis Victim

Miss Annabel Philbrick, recently
selected as Maid for Hope's fourth
annual Melon Festival to represent
the city of Hope, Wednesday suf-
fered an attack of appendicitis and
her physician reports it extremely
doubtful if she will be able to take
any part in the festivities of Aug.
8.

Today Miss Philbrick is resting
fairly well and attending physicians
hope to avoid an operation at this
time.

Graf Zeppelin On Second Trip Over

He'll Prosecute 16
Gastonia Strikers



Prosecution of textile mill strik-
ers charged with murder at Gas-
tonia, N. C., is headed by John C.
Carpenter. Opposed to Carpenter
and his staff is a large defense
counsel which the International
Labor Defense has retained in the
interest of the 16 men and women
who have been indicted.

Young Chevrolet Extends Building

Show Rooms Enlarged
and Drive-In Station
Eliminated.

Remodeling of the Young Chev-
rolet company's building is under
way on East Second street, where
2,500 square feet of floor space will
be added to the show rooms.

E. P. Young is eliminating the
drive-in feature and converting the
space formerly occupied by pumps
and service equipment into addi-
tional window space. The building
will be glassed in, flush with the
sidewalk, allowing many more cars
to be shown "on the floor."

The remodeling will be complet-
ed in about two weeks, business be-
ing conducted as usual despite the
construction work.

Norwood Brief In Supreme Court

State's Attorney General
Urges Back Tax Law
Be Upheld.

WASHINGTON, Aug. 1.—(AP)—
The attorney general of Arkansas
today filed in the United States
Supreme Court a brief opposing the
re-hearing asked by the White
River Lumber Company of a de-
cision rendered last May holding
the company liable for back taxes.

The court, by a vote of 6-3 su-
stained the lower courts' findings
that the lumber company's lands
had been undervalued for taxation
from 1915 to 1926.

In its petition to the Supreme
Court to reconsider its decision, the
Lumber company contended that
certain constitutional questions it
had raised had been overlooked.
The Arkansas attorney general in-
sisted that the questions had not
been properly raised in the court
below and that the decision should
stand.

Late Civil War Veteran Concealed Military Life

SCHENECTADY, N. Y., Aug. 1.
—George Marco, 80, who conceal-
ed the fact that he was a civil war
veteran for fifty-eight years, died
here recently.

For over forty years Marco
worked in a local armory, watched
the boys of '98 and '17 leave for the
battlefields and return, without re-
vealing even to his family that he
could match their tales of war ex-
periences.

Rejected for service here be-
cause of his youth when the Civil
war broke out, Marco enlisted
under the name of Edwards in
New Haven, Conn. Five years ago
he received \$3,178 in back pension
through the efforts of Congress-
man Frank Crowther and Major
Jacob S. Clinton, but up to his
death very few of his associates
knew he was a veteran.

Giant Dirigible Takes Air Today for Second Trip

Veteran Pilot At Controls
for Second Flight
Over Ocean.

PASSENGERS ABOARD

Sighted By French Steam-
er As Well On Way
Over Atlantic.

WASHINGTON, Aug. 1.—(AP)—
The weather bureau announced
today that along the prescribed
route of the Graf Zeppelin the
big ship would encounter only
neutral winds.

either head nor tail winds
may be expected, the report says,
from the coast of Spain to the
Bermudas.

PARIS, Aug. 1.—(AP)—The
steamer Damyle reported sighting
the Graf Zeppelin at three o'clock
p. m. (10 a. m. EST) over the
Mediterranean, between Marseil-
les and the Balearic Islands.

The steamer, a French registry
vessel, reported the position of the
Graf Zeppelin as about 50 miles
out from Barcelona, Spain and in-
dicated the dirigible was cutting
straight down the Mediterranean to
Gibraltar, from whence it would
head out to sea.

Americans Aboard

The giant ship, with seven
Americans among its 18 pas-
sengers, had cautiously negotiated
the difficult stretch between go-
ing into Lyons, and meeting strong
headwinds, was making an av-
erage speed of only about 50 miles
per hour.

A run of three thousand odd
miles faces Dr. Hugo Eckener, ve-
teran pilot, from Gibraltar across
the Atlantic to the mooring mast
at Lakehurst, N. J., goal of the
dirigible's flight.

Stowaway Not Found
A stowaway was reported having
been seen climbing aboard the
liner at its start from Friedrich-
shafen, but not confirmation of
this report has been received from
the Graf Zeppelin.

Train Robbery Hero Debunks His Exploit

PAWHUSKA, Okla., Aug. 1.—
(AP)—After basking for 30 years in
all the glory of a hero, James De
Roche, now a policeman, has ex-
plained that the feat which won
acclaim was an accident. De Roche
was credited with preventing a
train robbery in 1898. A cloud of
steam from the engine dispersed
the robbers and De Roche, then a
fireman, was hailed as a hero.

Now he explains that to the con-
trary, it was entirely accidental.
He kicked a piece of glass in the
boiler head, De Roche says, in
haste to obey the robbers' com-
mands to leave the tender of the
engine.

Seven Sentenced for Theft of Tomb

Will Die for Part In Man-
chu Imperial Robbery
Is Order.

PEKING, Aug. 1.—Seven persons
must pay the death penalty for
complicity in the robbery of the
Manchu Imperial tombs in the
Eastern Hills near Peking, which
took place just one year ago.

This has been decided by the
special court set up to try the case
by the Nanking government, with
General Sheng Chen, the Shansi
warlord, in charge.

A variety of nasty rumors have
surrounded this case, and have
found their way into the Chinese
press. But there is no means of
proving whether they are true or
false. The men finally convicted
after almost a year's investigation
are of no importance, being minor
soldiers and workmen.

The rare objects stolen from the
tombs, particularly from that of
the Empress Dowager Tzu Hsi, are
still apparently hidden, although
several jade ornaments closely re-
sembling the Empress Dowager's
burial gems, have appeared for sale
in New York and London.

Hope Star

Every Afternoon Except Sunday

BY STAR PUBLISHING COMPANY
217 South Main Street
Hope, Arkansas

C. E. PALMER, President
ALEX. H. WASHBURN, Editor and Publisher

"The newspaper is an institution developed by modern civilization to present the news of the day, to foster commerce and industry, thru widely circulated advertisements, and to furnish that check upon government which no constitution has ever been able to provide."—Col. McCormick.

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Six months 2.75
One Year 5.00
By Mail, One Year 3.00

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The Star's Platform

City

Apply the revenues of the municipal power plant to develop the industrial and social resources of Hope.
More city pavement in 1929, and improved sanitary conditions in the alleys and business back-yards.
Support the Chamber of Commerce.

County

A county highway program providing for the construction of a minimum amount of all-weather road each year, to gradually reduce the dirt road mileage.
Political and economic support for every scientific agricultural program which offers practical benefits to Hempstead county's greatest industry.
Encourage farmer organizations, believing that co-operative effort is as practical in the country as it is in town.

State

Continued progress on the state highway program.
Fearless tax reform, and a more efficient government through the budget system of expenditures.
Free Arkansas from the cattle tick.

Every City His Own Kingdom

THE opening announcement of Montgomery Ward appears in today's Star.

For half a century the mail order house have been feared by every city smaller than Chicago and less distant than Paris. Business that went out of town, the city realized, was business lost not only to competing local houses but to the community at large. The threat of the metropolitan trade center was felt keenly by every city which hoped to have a trade territory of its own.

But it seems to us that the invasion of the middle-sized cities by mail-order houses like Montgomery Ward, establishing complete retail stores and retaining scores of local people for the new organization, is a significant confession of the weakness of distant trading. There was room for a great mail order house—room for several of them in this big nation of ours—but there came a time when to function efficiently such a large organization had to actually establish itself in the locality where its goods were sold.

No better case can be found anywhere to prove the golden future of the middle-sized city. Industry no longer rushes to the metropolis. Commerce itself is expanding relatively faster in the smaller communities. America is being decentralized.

And in that process we feel the City of Hope has been marked for advancement. There have been half a dozen new commercial houses established here within the last six months; the greatest of which is Montgomery Ward. That alone has been worth valuable publicity—for the cities that the leaders okeh are accepted unconditionally by the others.

Therefore if one were to attempt to place Hope with relation to the rest of Arkansas in August, 1929, he might truthfully say that this is the unrivaled capital of the richest territory in the state. No other city offers better merchandise, or lower prices; no other has superior entertainment—and there is no city in Arkansas which has a friendlier feeling for the people who live around it in the southwestern counties.

Whatever trade may be found in this section, we believe Hope is organized to conserve it. We should be able to attract more and more people to our city as the years go by—and that is the important thing. Granted that, success to a majority of our business houses is guaranteed.

Sentimental?

WHAT is there about a mishap to an animal that so excites our sympathy and pity?

Harry Hirsch, Kansas City detective, defied the Volstead law to rescue a starving cat that had been locked in a padlocked saloon. The cat had been mewing in the window for two days, but no one—until Hirsch came along—had nerve to break the window and let it out.

Since performing that little feat Hirsch has received thousands of letters of praise and congratulation from all over the country. In the letters have been monetary contributions, which total by this time the neat sum of \$25.

Many a policeman has saved a human life and had his feat pass almost unnoticed. Hirsch saves a stray cat—and gets thousands of letters. Why is it?

A Busy Body

WE don't happen to know eight-year-old Mary Lubor of Chicago, but we're for her, just the same. For she gave a busy-body cop a few moments of real confusion—and anyone who can do that deserves praise.

Mary was strolling in a bathing suit on the lawn near a bathing beach. An easily-shocked policeman saw her and severely informed her that it was against the law to wear a bathing suit on the streets of Chicago. And Mary, thereupon, promptly took it off!

There are good enough reasons for keeping adults from going about the streets in bathing suits, no doubt. But a policeman who feels that he has to enforce that law against an eight-year-old girl—well, he's perilously close to being a plain, unvarnished sap. We hope little Mary's action made him blush.

Well, We've Known of Occasions When Mere Sight of a Dentist's Chair Has Effected a Cure!



WASHINGTON LETTER

By RODNEY DUTCHER

WASHINGTON—Perhaps there is something more tedious than making a tariff bill, but no one can guess what it is.

Sitting through a hot summer around a long table, listening to a never-ending succession of dry briefs consisting of facts, figures, misleading statements and darned lies about feathers, aminoanthraquinone, bodkins, marasquitos, curillions, strontium, tantalum, quebracho, xylose, affer, bouchou leaves and a thousand other types of imports—that's been the jolly life of a member of the Senate Finance Committee.

The worst of it seems to be that after these boys have finished their ordeal and sweated a few more weeks to turn out a bill, their handiwork is likely to be ripped all to pieces on the Senate floor. Worse still, the bill is likely enough to deserve just such brutal treatment.

It's a Long Story
If the long-suffering reader will put on his gas-mask your correspondent will lead him into the committee room and tell him what it's all about. Of course hardly anyone ever does go into the committee room except for the lobbyists and the members and an occasional newspaperman who doesn't play golf.

Here's a room 50 or 60 feet long and 30 feet wide, which is fairly full. The members of the committee, 16 or 17 of them, are draped around a square-ended table about 25 feet long. Behind the head of the table are a few secretaries and some tariff commis-

sion experts with whom a senator can retire to the hall whenever he wants to know what it's all about. At one side, beneath a window, several newspapermen are seated at a table and dreaming of becoming great authors. Lawyers and other representatives of industry and commerce are scattered along the sides and in 30 or 40 chairs in the rear. Some of them are to make speeches before the day is up.

The honorable senators around the table are all slumped down so that their heads may rest on the backs of their chairs. Most of them are vestless. All the Republicans are wearing glasses of some sort, so are a couple of Democrats. Behind the Democratic side of the table are large charts showing production and consumption of sugar. Straw hats hang and lie everywhere.

Granddaddy Smoot of Utah sits in the chairman's seat at the head. This is his show. He follows everything intently and is about the only committee member who makes a pretense of sitting up straight. At his right are the Republican members, who will kick the Democrats out of the room later and frame the bill to suit themselves.

First there's Sunny Jim Watson, the Republican floor leader, who slumps his big frame until he appears to be sitting on his collar button. Then Dave Reed of Pennsylvania, in his usual pose of extreme relaxation and exhaustion. Reed probably will have to lead the fight for the bill on the floor. Sam Shortridge of California parks at his right. Sam often denies that he is really sad, but no one with a collar three inches high, such as he wears, could be anything else. He appears to listen to every speech.

Jim Couzens of Michigan, next down the line, stocky, florid-faced

BARBS

Some people think that where the Bible says "Seek and ye shall find," it means faults.

Whoever wrote that line about "carriages without horses shall go and accidents fill the world with woe," ought to have a bust in the Hall of fame.

Chinese women are letting their feet grow naturally. Maybe they aren't going to dance with the men any more.

Stand on any corner a few minutes and you will see what great strides forward pedestrians are taking.

What this country needs is more illuminated highways and fewer illuminated drivers.

A New York iceman who recently made a record trip around the world doesn't know how to write. There are still a few things to be thankful for.

and incurably independent, is also usually attentive. Next is Frank Greene of Vermont, who sometimes yawns a yawn which no hand is big enough to conceal. At his right is Deneen of Illinois, working alternately about the needs of the Illinois Manufacturers' Association and his chances of beating Ruth McCormack for renomination. Silent Keyes of New Hampshire, who never asks any questions, follows Deneen. Edge of New Jersey and Sackett of Kentucky, sit on the end, representing the Republican margin over the Democrats.

OUT OUR WAY



By Williams

News of Other Days

(From the files of The Star)

25 YEARS AGO

Cobb Wilson, of Columbus, our next sheriff, was in town Thursday.

Dr. G. N. Hill of Spring Hill went to Texarkana on Thursday, to be with one of his patients in an optical operation.

Prof J. E. Wooten, with Arkansas Methodist College, was in town one day this week.

Coach Excursion, Hope to St. Louis and return, \$9.75 (from an advertisement)

J. B. Stone spent last Sunday in Hope.

Miss Ethel Martin spent Sunday in Stamps.

Ernest White attended the ball game at Prescott Monday.

Miss Jett Black is visiting friends in Nashville. Dr. Waddle of Bawcaw was in town Tuesday.

10 YEARS AGO

Mr. and Mrs. Leo Perdue and daughter, Mrs. Chas. Bryant and children, and Mrs. Geo. Waddle and children visited the Highland Orchard Sunday making the trip by automobile.

Little Miss Evelyn Powell, of Little Rock, was the guest of Miss Dorothy McRae yesterday, being en route from a visit to Nashville. Mrs. Emma Hervey, Ed Hervey, Hamilton Holt and Little Hervey Holt and James Montgomery, spent yesterday on the Hervey farm.

Mrs. H. O. Green is entertaining with a theatre party on tomorrow afternoon in compliment to her guest, Mrs. Taggerton of Louisville, Ky.

Mr. and Mrs. Jas. L. Jamison and Mr. and Mrs. Roy Anderson and Mary Sue visited Highland orchard Sunday, making the trip by automobile.

Mrs. P. D. Smith and little daughter returned to her home in Texarkana yesterday after a visit with her parents, Mayor and Mrs. R. A. Boyett.

Mrs. H. P. George and son came to Hope in their automobile Sunday and spent the day with the family of her brother H. O. Grech.

Mrs. L. E. Rogers and baby, of Poteau, Okla., arrived Monday for a visit to Mrs. Henry Walker. Mrs. C. W. Strickland, of Poteau, will arrive Friday to visit Mrs. Walker.

Mrs. A. C. Ramsey and little daughter Wirta Bell, and Mr. and Mrs. E. P. Stewart and sons, Jack and Edwin, spent Sunday at Nashville, visiting the family of O. C. Rogers.

Mrs. Horace Routon of Ashdown, was the guest of Mrs. Chas. Routon yesterday, being in Hope to meet Miss Beatrice Quille, of Fort Smith, who accompanied her home to Ashdown.

Mr. and Mrs. Still Davenport

Today's Crossword Puzzle

ACROSS

- City in S. America
- European country
- Bullied leaves
- Depended
- Hawaiian bird
- Public vehicle
- The Indian number
- 100 square meters
- 1 have construction
- Kiss
- Saliva metal
- Roman tyrant
- Girl's name
- Hotels
- Sparks
- Crowd
- Spread for drying
- Flies in galle
- North American red cedar
- Sally
- Justification
- Before, prefix
- Series of games
- Division of a play
- Part of a flower
- Hatched

DOWN

- Creep face on the ground
- Electrical de.
- Recess
- Harder
- Yank for
- Angry
- Afternoon functions
- Discolor
- Slave
- None of the
- New Testament
- Stride
- Southern
- Purpose
- Thus
- Negative prefix
- Correct

EMU **PIIP** **CAPIER**
TOPS **ERR** **APODAL**
ABSENTEE **BEAGLE**
TREE **FLAS** **ELD**
CARVE **DEAL** **PRIO**
OGEE **HARP** **RASSE**
GOA **ALTE** **GAR** **SA**
HILLENARIAN
RA **BUT** **TWIN** **ICY**
ASTIR **NLEN** **STOA**
IS **HEAD** **STROP**
SUN **VEAL** **LIRA**
ERENOW **ITERATED**
STANCE **SEN** **WERE**
SNEER **MAD** **SAW**

1 **2** **3** **4** **5** **6** **7** **8** **9** **10**
11 **12** **13** **14** **15** **16** **17** **18** **19** **20**
21 **22** **23** **24** **25** **26** **27** **28** **29** **30**
31 **32** **33** **34** **35** **36** **37** **38** **39** **40**
41 **42** **43** **44** **45** **46** **47** **48** **49** **50**
51 **52** **53** **54** **55** **56**

VALUE

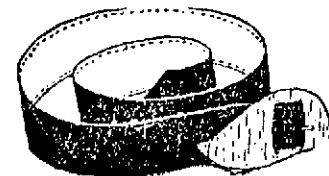


MEN'S SHOES

A complete stock of all sizes in black or tan oxfords or high top shoes. Prices from—

\$2.98 to \$4.95

LADIES' BELTS



—in solid colors, or fancy novelty patterns. All widths

25c 49c 69c

LADIES HOUSE SHOES

In Felt, Kid, or Straw. Mules and Pumps, some without heels. Extra values at—

49c 79c 98c \$1.29

MEN'S HOUSE SHOES

In Felt, or Moccasin style. For real comfort. Red Ball Price, per pair—

98c

FELT BASE RUGS

Size 24x54 — Special Saturday only—

25c

NEWEST FELTS

Ladies' Felt hats, in white, and stunning combinations, our prices only



\$1.49 up

KOTEX

They are genuine. Red Ball special price, box—

39c

SANITARY BELTS

With comfoastic self material band. Our price—

49c

The Red Ball Store

110-112 South Main Street

Hope, Arkansas

REMEMBER: YOUR MONEY'S WORTH OR YOUR MONEY BACK

SOCIETY

Telephone 821 Mrs. Sid Henry

Life is a task—laborious
Life is a struggle—glorious
Life is a battle—victorious
Life is light—the fleetest;
Life is love—the sweetest;
Life is God—complete.

Selected.
Mrs. Bell Lloyd left yesterday for a visit with relatives in Shreveport, La.

Mrs. M. A. Norton and children of Watonga, Okla., are house guests of Mr. and Mrs. C. E. Romig.

Mrs. Bryan Reed and Miss Maltie Fletcher, of Ozark, were shopping in the city Tuesday.

Little Miss Janet Johnson of Shreveport is the guest of her aunt Mrs. John P. Cox.

Mrs. Ernest Phillips has as house guest, Mrs. W. E. Baldrige of Fort Worth, Texas.

Mrs. M. M. McCloughan and little son have returned from a visit with friends and relatives in Muskogee and Oklahoma City.

Miss Elizabeth Green has returned from a ten day's visit with relatives in Tulsa, Okla.

Dr. and Mrs. F. D. Henry and little daughter, Dorothy Lane have returned from a short vacation trip to Monroe and other Louisiana points.

Mrs. Tully Henry and Mrs. Glen Ellis, of Okay, Mrs. Garland Ellis of Saratoga, Miss Mabel Saunders of Texarkana returned last evening from a ten day's stay in Galveston, Texas.

Mr. and Mrs. Arch Moore have

returned from a vacation spent in Eureka Springs.

Mrs. Thayer White, of Little Rock, spent Tuesday night as the guest of Mrs. Jack West, returning from a visit to Dallas and Shreveport, where she broadcasted. Mrs. White is a musician of unusual talent.

The Public Library will be open as usual tomorrow afternoon at four o'clock and remain open until 8:15. A number of the latest books in fiction and juvenile have been received, as well as a number of books donated by some of the best read people in our city. Join the library if you are not already a member, you will find reading good interesting books a splendid way to occupy the time these warm summer days.

Friends of the bride elect in Hope will be interested in the following item clipped from a recent El Dorado paper: "The engagement and approaching marriage of Miss Jane Sydney Russell and Gorth Akridge of Norphlet is interesting news that is made public today by Miss Russell's parents, Dr. and Mrs. M. D. Russell. Miss Russell at present, is in Chicago where she will receive her degree this week from the Chicago School of Music. She will return to El Dorado Sunday, August 4, the wedding will take place at the home of Dr. and Mrs. Russell on the afternoon of August 7th. Miss Russell is one of El Dorado's most charming young women, and her ability as a pianist has attracted wide attention. Mr. Akridge is well known in El Dorado and has many warm friends. He is superintendent of public schools at Norphlet and comes from a family of educators, being the son of J. P. Akridge, of Searey, superintendent of education in White county. His parents will attend the wedding, which will be a quiet affair with only relatives and a few close friends present." Miss Russell formerly lived in our city, and is most pleasantly remembered as a young girl of charm and beauty and possessing unusual musical talent.

TEX GUINAN NOW HERE IN BIG MOVIE HIT

Texas Guinan's world famous night club—Broadway after midnight—a murder in a back stage dressing room—an innocent lad accused of the killing—a startling musical revue of girls—a lone juror who voted her own way.

Such are some of the highlights in "Queen of the Night Clubs," Warner Bros. latest special production in which Texas Guinan is seen in the title role at the Saenger theatre Friday and Saturday.

Murray Roth and Addison Burkhardt wrote "Queen of the Night Clubs." Bryan Foy directed and the cast includes Eddie Foy, Jr., Lila Lee, Jack Norworth, John Davidson, Arthur Housman, Immie Phillips, and many others.

COMMISSIONER'S SALE

NOTICE IS HEREBY GIVEN, That in pursuance of the authority and directions contained in the decretal order of the Chancery Court of Hempstead County, made and entered on the 4th day of July, A. D. 1929 in a certain cause (No. 2086) then pending therein between El Dorado Building & Loan Association complainant, and Inel Gray defendant, the undersigned, as Commissioner of said Court, with offer for sale at public venue to the highest bidder, at the front door or entrance of the County Courthouse, in which said Court is held, in the County of Hempstead within the hours prescribed by law for judicial sales, on Wednesday the 14th day of August A. D. 1929, the following described real estate, to-wit:

Commencing at the NE Corner of Block 6, Hope, Arkansas, thence North 17 1/2 degrees West along the West line of Elm Street 738 feet to a point of beginning; thence Southwesterly at right angles to Elm Street 112 feet; thence North 17 1/2 degrees West parallel with Elm Street 79 1/2 feet to the South line of West Avenue "G"; thence East along South line of West Ave-

NEW GRAND

Thursday and Friday
"THE FOREIGN
LEGION"

with
LEWIS STONE
NORMAN KERRY
MARY NOWLIN
JUNE MARLOW

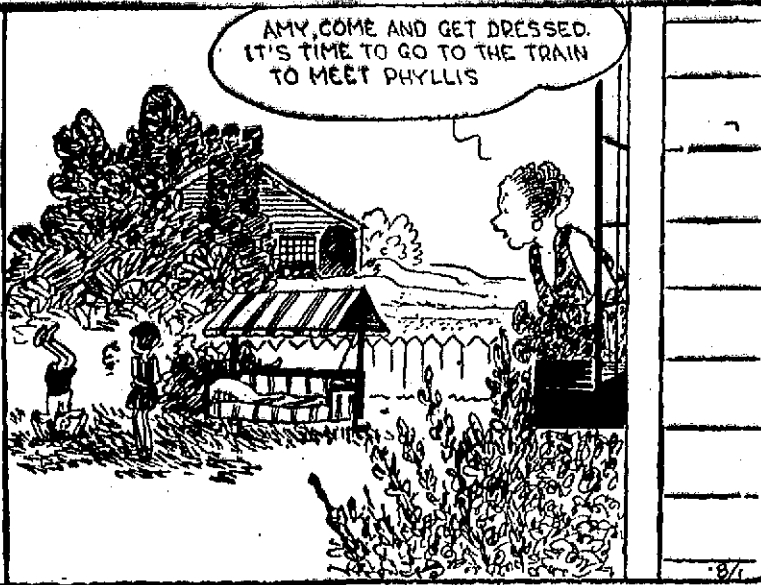
Black Morocco Romance
Love - War

Also
Pathe News and Comedy

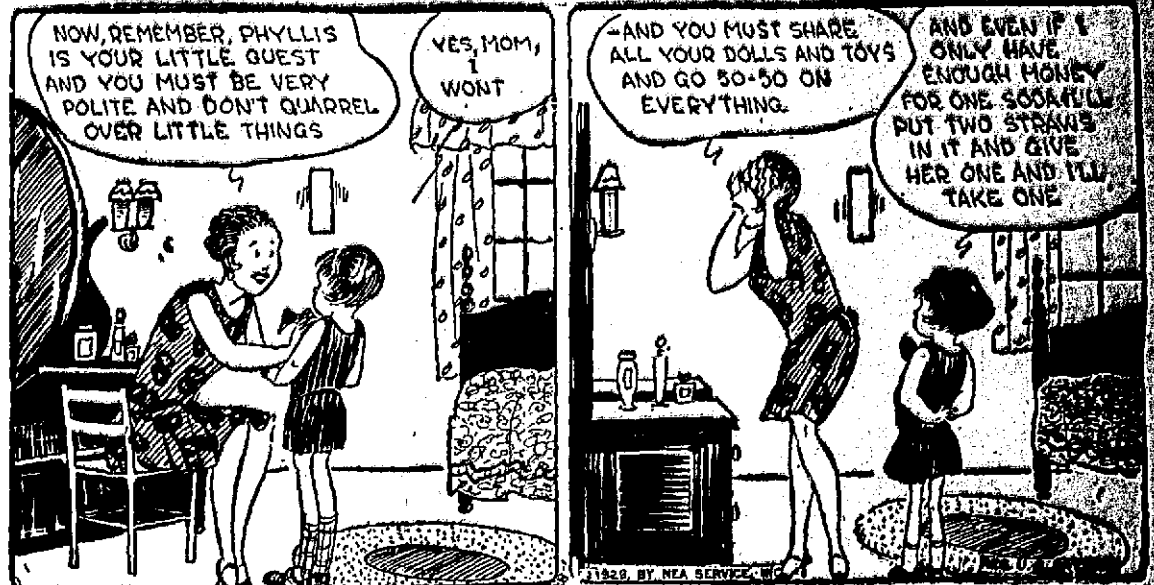
Matinee 10 & 25c
Night 10 and 30c

MOM'N POP

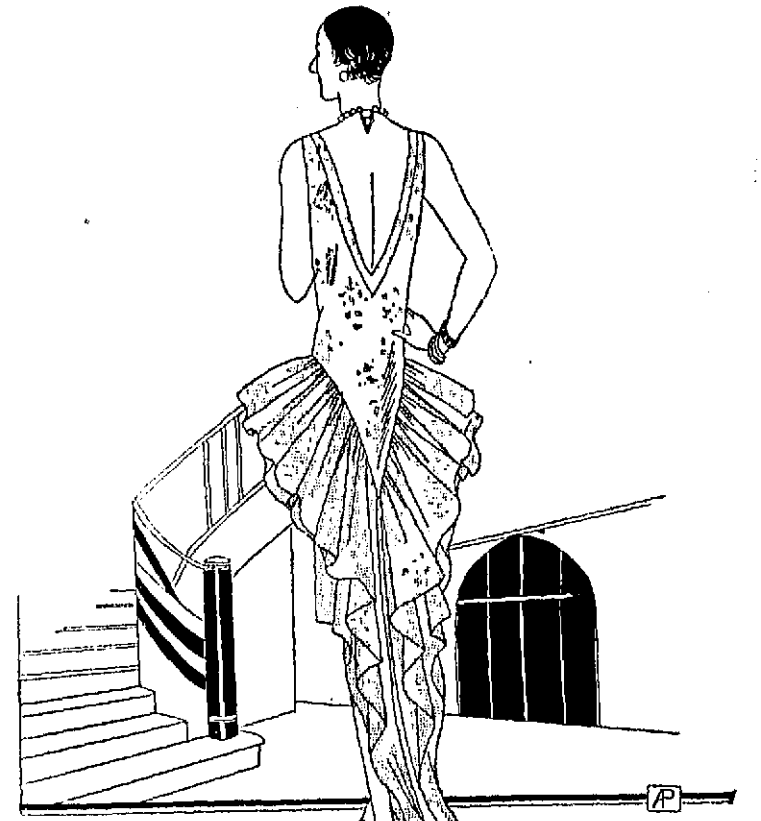
THE DAUGHTER OF AN OLD FRIEND IS COMING TO STAY AT THE GUNNS FOR A FEW WEEKS. THE LAST TIME MOM LAID EYES ON THIS YOUNGESTER SHE WAS A BABY AND MOM IS UNDER THE IMPRESSION THAT SHE WILL MAKE A LITTLE PLAYMATE FOR AMY.



The Welcoming Committee



MODES of the MOMENT



"Oh, the little cabbage." French women exclaimed when a pale green taffeta rustled into Douillet-Doucets salon the other day. It's something of a mystery who wears the taffeta dresses shown, but dressmakers keep right on showing them. (Paris)

NOTICE TO CONTRACTORS

Notice is hereby given that the school board of Spring Hill Special School District plans a school building at Spring Hill and desires bids by contractors for said building. The plans and specifications may be had at the office of County Superintendent of Schools, City Hall, Hope. All bids (considered) must be in the office of the County Superintendent by five p. m. Saturday, July 27th. The Board reserves the right to reject any or all bids. Signed: Board of Directors of Spring Special School District. O. O. Brint, President. J. W. Martin, Secretary. 245-31-c

NOTICE TO CONTRACTORS

Notice is hereby given that the School Board of Hope Special

KLEIN'S RADIUM SALVE WORKS LIKE MAGIC

It cures with old stubborn sores, piles, eczema, poison oak, sore golf feet, pimples, facial blemishes and sores and skin diseases of various kinds. Call at WARD and SON today or any other drug store, buy a tube and watch your trouble disappear. Radium Salve Corp., of Amer. Little Rock, Ark.

(Seal)
Atty. Plff.
Hon. A. D. Murphy,
El Dorado, Arkansas.
July 25-Aug 1

FLY-TOX

DEVELOPED AT MELLON INSTITUTE OF INDUSTRIAL RESEARCH BY RESEARCH FELLOWSHIP
The taint and torment of flies and mosquitoes have no terrors for the home with fragrant FLY-TOX handy. A vast army of insects is bred in FLY-TOX laboratories to be released in the FLY-TOX "Chamber of Death" to test and certify the positive killing qualities of FLY-TOX before it is sold to you.
Harmless to people and will not stain.
Copyright 1929 by The Rex Co.

Willie Harris
Commissioner in Chancery.

August 1, 1929.
DEAR FRIENDS:—
Here's a cure for that Blue Monday feeling! Try the psychological effect of starting out on Monday morning with a well-pressed suit.

Did you ever notice how our pressing does more than just make the creases? It restores the shape that your suit had when newly tailored. Baggy knees are removed. Shoulders and collars again fit snugly. Sleeves and trousers hang properly.

Did you even notice how a well-pressed suit creates a feeling of real satisfaction? It starts the week right.

To overcome the Monday morning blues make a practice of sending us your clothes on Thursday or Friday to be conditioned. The boss says he will gladly call for them, Telephone 285.

Yours very truly,
Ben Spine
HALL - MOSES
Cleaning Company

WELCOME--- MONTGOMERY WARD & CO. To Hope

We feel that your selection of Hope for one of your stores adds greatly to the venerable reputation of our city as a shopping center.
We welcome you.

Gorham & Gosnell

School District plan to build a school building, and desire bids of contractors for said building. Plans and specifications may be had at Moses & Monroe, Hope, Arkansas. All bids must be in by 5 o'clock p. m. Saturday, Aug. 1st. The board reserves the right to reject any and all bids. FLOYD MOSES Chairman Building Committee 249-31-c.

Sergeant W. V. Winslow of the British Army, stationed at Liverpool, is charged with having five living wives.

A. J. Fry of Chicago was arrested for assaulting Policeman John Devine, of whom he was jealous.

PLATE LUNCHES
25c
—at—
MORELAND'S

666
Is a Prescription for
Colds, Grippe, Flu, Dengue, Bilious fever, Malaria
It is the most speedy remedy known.

J.C. PENNEY CO.

104 West Second Street Phone 484

Your Confidence

In Us
Is Our Most Valued Asset

Men's Shirts

White Broadcloth
Excellent shirts of lustrous broadcloth. Cut full and tailored expertly. Collars attached and neckband.
\$1.49

Summer

Silk Dresses
At a Notable Saving

Rayon Undies

For Miss 2-12
Vests and bloomers, as smartly tailored as Mother's! Vests with built-up shoulder. Elastic knee bloomers. Etc.
49c

Hats

So many pretty styles to choose from... and the prices are pleasingly low!
98c to \$1.98

House Frocks

Fresh and Dainty
So smartly styled that they will do for neighborhood shopping as well! And they're so low-priced!
\$1.79

"the Dorset"

Young Men's Suits
For young fellows who want style as well as wearability. Tailored expertly of tweeds, cassimeres and unfinished worsteds.
\$19.75

Cotton Undies

Cool and Dainty
Our low prices will enable you to have a plentiful supply for summer! Gowns, chemises, slips... only 49c to 98c

"Pen-a-tox"

Introductory Set
Tooth paste, tooth brush, mouth wash. All three for 49c

Union Suits

For Men
Soft finished nainsook. Knitted insert across back.
49c and 89c

"Four-for-One"

Men's Quality Hosiery
Fully mercerized, medium weight hose. Plain colors.
4 Pairs \$1

26-Piece Set of Plated SILVERWARE

The Grace Pattern

Set Consists of:
6 Tea Spoons
6 Table Spoons
6 Knives (stainless steel blades)
6 Forks
Sugar Shell
Butter Knife

25 Year Guarantee Certificate with each set.
This is a saving opportunity that will appeal to the homemaker or gift seeker.

\$4.98

Pure Silk

Full-Fashioned Hosiery
Economical silk hosiery is possible for every woman in this good looking number... full-fashioned... mercerized top and sole. Smart colors. Only pair
98c

Shaving Set

"Aywon" Requisites
Large-sized tube of shaving cream and full-sized bottle of after-shaving lotion. Of pure, safe ingredients. Per set—
39c

LAST TIMES TODAY You'll have to HURRY

Willard Mack

ONE OF AMERICA'S FOREMOST ACTORS AND WRITERS

—In—

ALL TALKING! THE VOICE OF THE CITY

—Added—
FUN COMEDY

SAENGER

Cool and Comfortable

"Give This Little Girl A Big Hand On Her First All Talking Picture."

TEXAS GUINAN
QUEEN OF THE NIGHT CLUBS
with EDDIE FOY, JR., LILA LEE, JOHN WILLIAMSON
Directed by BRIAN FOSTER

Stan Laurel and Oliver Hardy in "DOUBLE WHOOP" The Fun that you Like.

The RAINING TALENT

By ELEANOR EARLY © 1935 BY NEA Service Inc.

THIS HAS HAPPENED

Molly Burnham, sob sister on a Boston paper, has written a play in collaboration with Red Flynn, police court reporter. The play was written in Florida, while Molly was recuperating from the effects of a fall received at the hands of Deputy Dan, a dope fiend.

Molly is elated because she believes the play is truly good. But she is depressed also, because her sweetheart, Jack Wells, has insisted on breaking their engagement. Jack believes that Molly is headed for a spectacular career, and he refuses to stand in her way. She must harbor some such notion herself for she consents—while protesting weakly to the breaking of their engagement.

Now she is ready to show her play to the celebrated producer, George Durbin, who has promised to see her in his New York office.

Now Go On With the Story

CHAPTER XX
Once Molly interviewed George Durbin. And she knew him for a slight, boyish, mild-mannered man, whose simplicity belied his greatness. There was nothing about the famous producer to frighten a girl. But now she was horribly nervous. It was one thing to interview a man, and quite another to approach him with a play. Molly felt as though she were being outrageously preposterous. He would be nice to her, she was sure of that. He was that kind of a man.

But wouldn't he think her perfectly ridiculous, daring to think she had written a play worthy of his production? George Durbin had never put on a flop. And here she was—presuming to march in on him in his own private office, big as life, with a play under her arm!

Molly dressed three times that morning. She wanted to look as old as possible. Old and sophisticated, she decided. If she looked young and innocent-looking, Mr. Durbin might be prejudiced against her from the beginning.

She discarded a youthful tailleur of beige, and wore instead an ensemble of black crepe. She covered her face and neck with sun-tan powder, and rouged her lips with geranium paste. She shaded her eyes with a blue pencil, and sprayed herself with the most sophisticated of perfumes. Then she hung large baroque pearls from her ears, bought a gardenia to match, and pulled her small black hat (it was an original Agnes) low on her forehead. She wore white buckskin gloves, and a short string of pearls, because she had noticed that the really smartest women at Palm Beach, when dressed for the street, wore either black and white or beige. And, of the two, beige, she decided, was rather youthful for a serious-minded young playwright with her way to make.

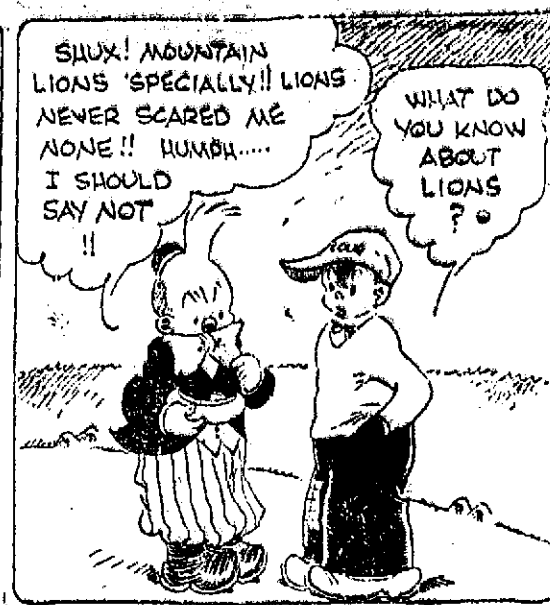
Mr. Durbin received her with gentle courtesy. He had heard something of the play, he said. And he took the brief case from her, and opened it himself.

"I'll glance through it, if you'd like," he offered, and took the manuscript to the antique Florentine table that served as desk.

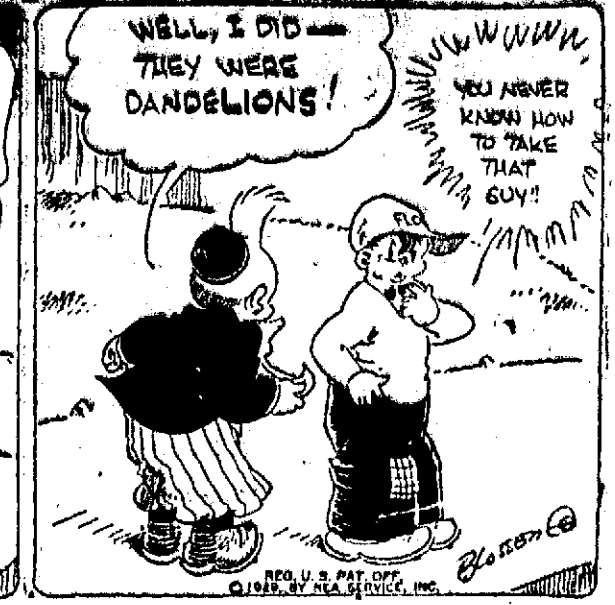
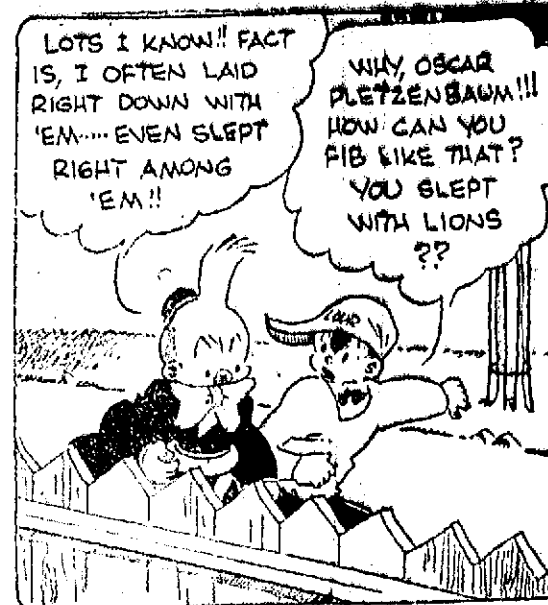
He turned the pages rapidly, and what he read seemed to absorb him.

Molly sat in a high-backed Italian chair, with her feet swinging off the floor, and felt very small. Nervously she pressed her hand to her mouth, and the geranium rouge was smeared on her smart white glove. She wondered if the blue

FRECKLES AND HIS FRIENDS



Fearless!



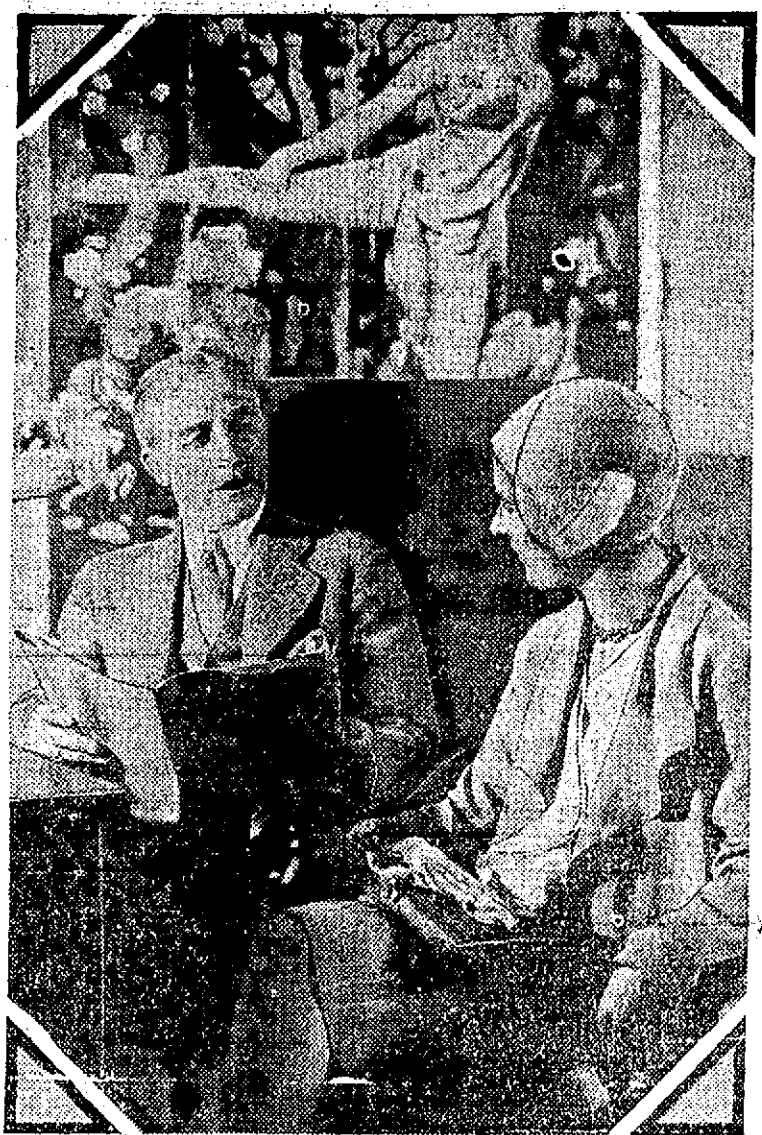
shadows that encircled her eyes were also coming off.

Suddenly Mr. Durbin looked up and smiled.

"It's good," he said. "I'll take it. There are spots that are weak, naturally. But that's all right. I'll get a play doctor at work on it. All plays are pretty well doctored before we're ready to put them in rehearsal. Then they get a lot more doctored before the public gets a look at them. Do you want to drop

out to Central Park once, and had me risk my life pretending to teach a hippopotamus to sing my old flip-flop-lurrah song. The Hippopotamus opened his mouth, and a camera man fainted.

"Red's a great boy for stunts. He'll have you roller skating down Broadway to help Governor Whelan solve his traffic problems. Or maybe he'll think up some back-to-nature stunt for you. Once he wanted me to go into the Maine woods, and live on berries and bark."



Suddenly Mr. Durbin looked up and smiled. "It's good," he said. "I'll take it."

around tomorrow, and I'll get in touch with Hewins—he's the chap we call in for diagnosis. Say 11 o'clock. Will that be all right?"

"Oh, Mr. Durbin! That's wonderful. Perfectly wonderful!"

Molly had forgotten the dignity of baroque and black crepe.

"You really truly like it?" she demanded. "You think it's honestly good?"

"Well," The great man smiled kindly. "I'll be perfectly sincere with you, Miss Burnham. It's a pretty good little play. That is, it has possibilities. Big possibilities, I should say. There's a vogue right now for newspaper plays. Crime plots and mystery stories are going over big. So that it possesses all the virtues of being timely. It satisfies a popular demand."

"But, most important of all, there's the personal advertising you have had. I'm not trying to discount the merits of your play, Miss Burnham. You've an extraordinary plot there, and you've worked it out very well. But the dear public as you undoubtedly know, are hero worshippers. They like, particularly, to worship a woman. Remember how they turned out for Gertrude Ederle? And Amelia Earhart?"

"Well, they haven't forgotten that little shooting affair in Boston. Ask any man on the street who Molly Burnham is. He'll tell you quickly enough."

"But the public is fickle. It doesn't remember anyone very long. Men and women have starved to death, who once were favorites. That means we must grab time by the forelock when we're banking on transient popularity. Not long ago Broadway went plumb crazy over a certain hero. Today nobody would cross the street to look at him. It's always the same. Your name may mean something today. But it won't be worth a nickel in six months."

"As a matter of fact, you've been out of the papers for some time now. It might be a good idea to get a press agent, and stir things up a bit."

"Red Flynn could do that," declared Molly.

"Yes, Red's good. He press agented me for one season." Mr. Durbin smiled reminiscently. "Used to want me to sit on top of flagpoles, and wave flags. Dragged me

Molly squirmed. "I couldn't do anything very exciting," she confessed, "because my parents are awfully old-fashioned, and they've had just about all they can stand already."

"Oh, we won't ask you to do anything too bad," assured Mr. Durbin. "By the way, I don't think you're a very good business woman, Miss Burnham. You haven't asked anything about royalties."

"But anything you say is all right," she exclaimed. "I'm so happy to have you produce my play that nothing else counts."

Mr. Durbin smiled. "I'll have to be generous after that," he declared.

Molly had no idea of splits or receipts. "I don't even know the difference between net and gross," she confessed. "Anything will be quite all right. But could you give me the vaguest notion of how much actual money I may get out of it?"

Mr. Durbin raised his eyebrows. "Well, there's Ann Nichols," he said. "They say she's made a couple million. And then there are all the plays that flop—countless, countless failures. There's no telling, Miss Burnham. Maybe you'll make some money. Perhaps a lot. And then again maybe you won't."

"Well, I'm thrilled to death anyhow," she told him.

Hysterically gay, she telephoned Jack from a booth in the lobby.

"Oh, Jack! Jack! Mr. Durbin's going to take my play. Isn't that wonderful!"

But Jack's enthusiasm was tempered. "That's fine," he declared. "How've you been, Molly?"

"Oh, great! I'm dying to see you. I've so much to tell you. Gee, Jack, I'm about thrilled to death. Isn't it just too wonderful to be true!"

"I told you you'd make a career for yourself," he reminded her. "I guess you're getting the breaks for both of us, honey."

"Aren't things going well with you?"

"Not so hot," he told her. "Maybe my old girl will give me a job around the theatre."

"Don't joke that way," she protested. "You know, Jack Wells, that you're going to design some great library, or something, and be famous like Bullfinch and Stan-

ford White. Listen, Jack, I'm hungry. Let's have luncheon together, and I'll tell you about Mr. Durbin and Delphine Darrows."

There was a second's silence. Then, hesitatingly, Jack said, "I'm awfully sorry, Molly. I'm going out to Westchester this afternoon."

"You don't want to take me?" she cried.

"I didn't say that. You know perfectly well you could see me if you wanted to. Why, Jack, it's been weeks and weeks!"

"I know. But we made an agreement before you went away, Molly. There's no good seeing each other, honey."

"All right, I won't ever telephone you again, Jack. I won't bother you any more."

"Now, Molly! Don't be like that," he besought.

"Maybe you'll come to the opening night of my play?" she inquired politely.

"Why, of course I will. I'll send you flowers," he promised.

"I'll send you tickets," she gulped. "D—down front."

She wondered why she wanted to cry. Jack was simply being hateful. Of course he could take her to luncheon if he wanted. He needn't have been afraid she'd make love to him. Just as if they couldn't be friends, even if he didn't want to be sweethearts! She hung up the receiver abruptly, and swallowed an unaccountable lump in her throat.

"I'm going to be famous! she vowed. "And have my name up in electric lights."

The amazing effrontery of youth! The sweet, mad impudence of Molly.

Now, maybe it was luck. And maybe, as some critics say, she had the spark of genius. It doesn't matter, after all, make much difference. The important thing is that the public has acclaimed "The Death of Delphine Darrows."

Probably you read of that spectacular first night. And you know how it's been packing them in ever since. You've read what the reviewers have to say. A good many of you have seen the play. Before the summer is over, millions more will have thrilled to it—for they are filming it now for the talking movies. The fame of Molly has swept from coast to coast. There are five companies on the road now.

And the original cast is opening in London in the fall.

Do you remember reading of the opening night, and how they called on Molly for a speech? Her mother and father were sitting down front with Jack. He had met them at the station, after Molly sent him word that she did not want to see any of them until after the final curtain.

Molly was so nervous that night that Red Flynn was sure she was going to faint. She had bought a green gown, with pearls like frost—ed dew drops gleaming on its

Beats the Heat



When Editor W. O. Saunders, of the Elizabeth City (N. C.) Independent, took a morning stroll and in tan pajamas and a necktie, as pictured here, he expected to create quite a stir—but didn't. Few pedestrians noticed the unusual garb of their editor and small boys didn't even let out the customary razzberry when he passed. And one critic said it wasn't much—because pajamas aren't pajamas unless they're pink!

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body. And she wore a cap of pearls on her red hair. They say she looked like a medieval princess, with her long, full skirt, and her little jeweled slippers, and the strands on strands of pearls she wore.

"Author!" they cried. "Author! Author!"

And Red Flynn took her hand, and dragged her across the stage—and left her standing there, with her arms full of flowers, and her pearl cap on sideways, and her face all flushed and beautiful.

Then Molly opened her mouth, and tried to speak.

(To Be Continued)

NO BEDBUGS

2 EASIER WAYS TO KILL INSECTS

KILLS—Flies—Mosquitoes—Bedbugs—Roaches—Moths—Ants—Bees—Waterbugs—Crickets and many other insects

Write for educational booklet, McCormick & Co., Baltimore, Md.

Bee Brand INSECT POWDER or Liquid Spray

If your dealer cannot furnish, we will supply direct by Parcel Post at regular prices

Liquid—50c, 75c and \$1.00
Powder—10c, 25c, 50c and \$1.00
Gun—25c

CLEARANCE SALE!

Starts Saturday, Aug. 3

We must close out our summer stock in order to make room for Fall Goods. Prices reduced!

Men's Dress Shoes \$5.00 oxfords, black or brown. In this sale— \$3.69	Child's Stockings In black and colors. While they last, pair— 5c
Ladies' Shoes \$4.00 to \$5.00 values, while they last, pair— \$2.98	Boys' Unionalls Made just like Dad's. Sale price— 69c
Men's Dress Shoes High tops. Regular \$6.50 values, only— \$4.98	Men's Heavy O'Alls Heavy weight overalls, \$1.50 values. Sale price— 98c
Men's Dress Shoes \$4.75 values. Clearance sale price— \$3.45	Athletic Union Suits For men. Regular 75c. Clearance sale price— 39c
Wash Dresses Beautiful, new, crisp patterns. Clearance sale price— 79c	Men's Silk Sox Regular 50c values—sale price, pair— 25c
Men's Oxfords Clearance sale price, while they last— \$2.98	Men's Cotton Sox Heavy grade—sale price per pair— 5c
Kiddies Tennis Shoes Closing out. Sizes from 1 to 12. Only— 69c	Ladies' Pure Silk Chiffon Hose, while they last, only— 25c

MEN'S DRESS SHIRTS

In all sizes and dozens of wanted patterns. \$1.50 values. Clearance sale price only **98c**

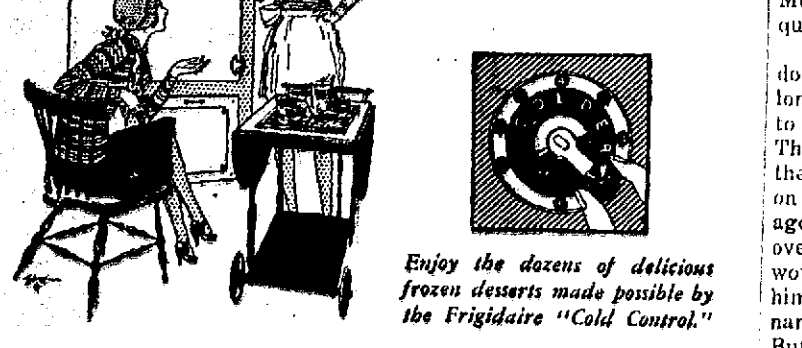
St. Louis Bargain Store

COME AND SEE US BEFORE YOU BUY!

Across the street from the Mo. Pac. Freight Depot Hope, Ark.

The world's most popular electric refrigerator

achieves a new popularity with the "Cold Control"



FRIGIDAIRE

D. B. Thompson & Co.

PRICES AS LOW AS \$228. COMPLETELY INSTALLED

A PAGE of SPORTS NEWS

Fighters All Here and Rink Card Tonight Promises Plenty Action

Chief Wow-Wow and Jimmie Carter Land In Town Yesterday and Say Ready To Show Fans Good Time When They Climb Into Ring Tonight.

Jimmie Carter and Chief Wow-Wow with their respective managers drifted in Wednesday morning in shape to go in the ring tonight and give a good account of themselves. Wow-Wow meets Red Williams in a 10-round decision at the Rink tonight while Mr. Carter will argue the matter to a standstill with our old friend Johnny Celmar.

If you'll just read that paragraph over again you'll discover that the promoters have arranged plenty scrap for their weekly menu this evening. Nobody ever accused Johnny Celmar of not wanting to fight and Jimmie Carter, who clowns a bit for the edification of the fans, is not at all backwards about getting in where fists are flying thickest.

Wow-Wow, the Indian, hasn't exhibited his wears in Hope yet but if he can land "Smilin' Red" Williams in the ash-beap he won't have any trouble getting other datings. That same job of putting the Paris

milkman off to bed, though, is something of a task, one in which not a great many men have had any luck.

Viewed from several different points of the compass and under almost any kind of light, the card promises to be thoroughly enjoyable.

Mrs. Elizabeth Carruthers of Perth, Australia, left her \$60,000 estate to the British government.



Wally Becomes Wise Cracker

Wally Schang, the veteran catcher of the St. Louis Browns, is one of the best receivers in the game. He always has been known as a plugger and a hard worker, but he never has been celebrated as a wise cracker. He did break out with a wise crack recently, however, that stopped the jockey cold.

The Browns were playing the Red Sox in Boston. Schang was at the bat and the jockeys on the Boston bench were working on him. He missed a first strike and nearly tore himself in two. He missed the second strike just as far and the effort caused him to emit a grunt that was heard way up in the stands.

"Ugh, Ugh, Ugh. What you grunting about Schang," the

DID YOU KNOW THAT—

Nine baseballs costing \$1.34 each wholesale were lammed out of the Philly baseball park in one recent game. . . . And Bill Baker, the owner of the club, had a big screen built on the fence to keep them inside.

The Browns also built a screen to keep down the output of home runs. . . . Senor Paulino kicked back one grand of the purse for the New York milk fund for babies. . . . A Berlin paper called Schmeling and Bulow "thick skulls". . . . And said that the German heavyweight and his manager couldn't get together because "in the way of an agreement stand two thick skulls, two very thick ones at that and no enlightening ray can apparently penetrate them." . . . Bill Tilden had another fight with the tennis association and cabled them he was out if they wouldn't let Hunter play in Berlin. . . . And Tilden won the decision. . . . The Tigers ain't fielding. . . . And neither are the Indians.

jackeys hurled at him.

Two Great Hitters

Schang turned around to the Boston bench and let them have this:

"Gehrig grunts, too."

Look Out, You Blonds

Max Bishop started out to be the best second baseman in the American League this year. He was making astounding catches, stops and throws and he was the life of the Philadelphia infield.

Suddenly he fell into a terrible slump and started to fight the easiest chances all over the lot. He said that something had happened to his eyes and that he was looking into a haze.

Connie Mack took him to a specialist and the doctor said that his eyes were going and that it wasn't from the sinus affection that almost ruined George Sisler.

Put Specs on Him

"We can't do anything but put glasses on him," the doctor told Connie.

And then he added something that was new on us.

"You know," he said, "that everyone with blond hair and blue eyes has weak eyes."

Rube Walberg, is a blond with blue eyes and the Philadelphia players say his eyes are getting so poor he can hardly see the plate.

Left Hand Is a Good Thing

Jimmy Braddock, capable fighter that he is, couldn't get past the left hand of Tommy Loughran when they were fighting recently for the world's light heavyweight championship.

If any one in the class had a chance to beat the champion, Braddock had it because he is one of the hardest right hand hitters in the game. And also Loughran made no effort to deny that he had to suffer to make the weight.

Braddock, however, is a slow-witted boy, compared to Loughran, and the brains and the left hand of the champion left him without a chance.

Sammy Has a Swell One

It is our hunch that the factors will decide the fight between Sammy Mandell and Tony Canzoneri for the lightweight championship.

Mandell has a better left hand than Loughran has. He is just as smart as the handsome Tony and just as good looking) and he is much faster than Loughran. That is, he uses his speed more than Loughran does.

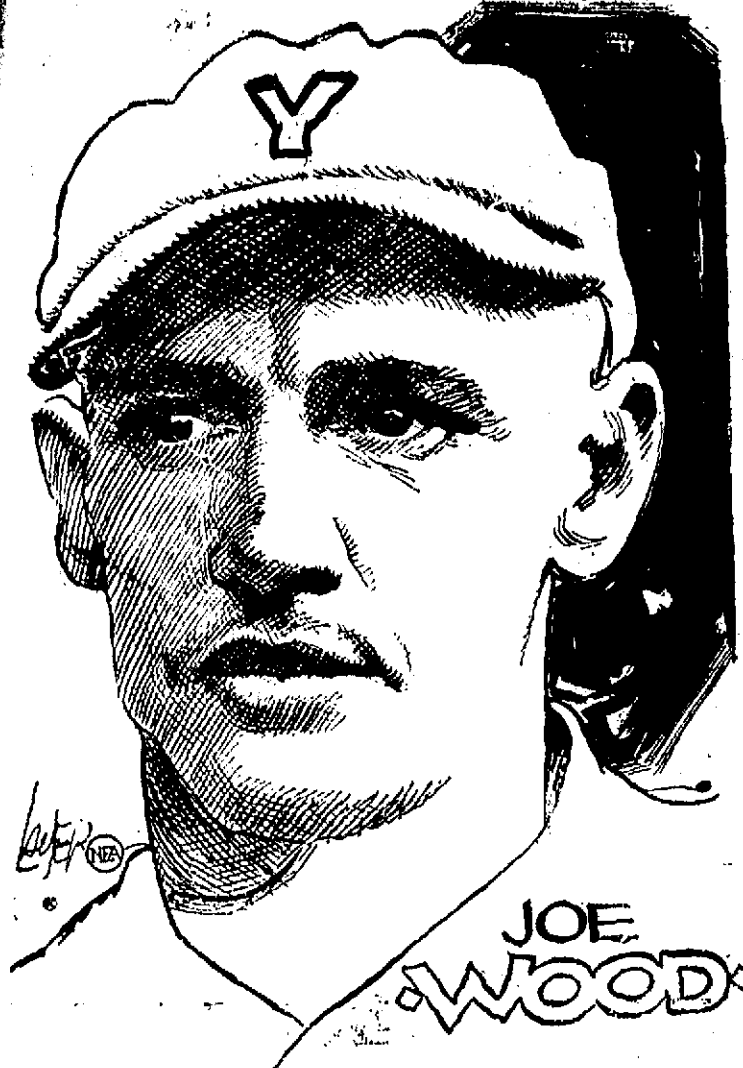
Neither Mandell nor Loughran have been given the credit they deserve. But that may be natural. The greats are never recognized as such in their day.

SINCEREST THANKS

I wish to express my sincere appreciation and thanks to the judges who were so kind as to elect me Queen of the Watermelon Festival. I appreciate the unexpected honor which I shall strive to merit. I also wish to thank each and every one who were so nice to me in my campaign and election.

Geraldine Busby

BRUSHING UP SPORTS By Laufer



THE business of elevating eyebrows took a brisk upturn about ten years ago when Yale announced that a professional ball player had been hired to coach the team.

That player was Smokey Joe Wood, hero of the 1913 world series when his fast ball helped the Boston Red Sox into a world championship. He was the first of the tobacco-chewing element to make his way into one of the hooty-tooty schools. Ever since Smokey Joe came to Yale, professional players as coaches have been gaining in favor. Prof. Phelps of Yale even went so far as to have Puncher Tannoy tell a few things about left hooks and Shakespeare to his English class.

Joe has won respect that is nation-wide because he has been turning out smart teams at Eli and developing splendid ball players. You don't hear much about Joe's players, because not many of the Yale men go into professional baseball after they have ended their college careers. Bruce Cartwright, farmed by the Indians to New Haven in the Eastern League, is one of Joe's boys, and he has been burning up the league this year with healthy wallops.

Ducky Pond, who could have pitched for any big league club he chose, and Mac Aldrich, one of the most brilliant shortstops seen in college baseball in years, were Joe's proteges. Neither went into pro baseball after their days at Yale were done.

Joe Wood's name was linked in the scandal several years ago when Dutch Leonard made his startling disclosures about Cobb and Speaker, and the Yale student body rallied behind Smokey Joe to a man, voting confidence in his integrity.

Joe has developed quite a few great hitters, too, who preferred knocking out the customers' eyes with gilt-edged bonds to larping them over the fence. Joe was a hitter as well as a pitcher and has proved one of the country's most valuable collegiate coaches.

HOW THEY STAND TODAY

SOUTHERN ASSOCIATION

Clubs	W.	L.	Pc.
Birmingham	60	42	.588
New Orleans	58	43	.574
Atlanta	56	48	.538
Nashville	53	49	.520
Memphis	53	51	.510
Little Rock	46	60	.434
Chattanooga	42	58	.420
Mobile	42	60	.412

Yesterday's Results
Birmingham 8, Mobile 1.
Nashville 5, Chattanooga 1.
Others ruined out.
Memphis at Little Rock two games).

Games Today
Mobile at Birmingham.
New Orleans at Atlanta.
Only three games scheduled.

AMERICAN LEAGUE

Clubs	W.	L.	Pc.
Philadelphia	72	26	.735
New York	60	33	.645
St. Louis	53	44	.546
Cleveland	51	47	.520
Detroit	47	50	.485
Washington	36	57	.387
Chicago	38	61	.384
Boston	29	68	.299

Yesterday's Results
Philadelphia 10, Detroit 1.
New York 16, Chicago 2.
Boston 4-2, Cleveland 0-6.
St. Louis 5, Washington 1.

Games Today
St. Louis at Washington.
Detroit at Philadelphia.
Chicago at New York.
Cleveland at Boston.

NATIONAL LEAGUE

Clubs	W.	L.	Pc.
Chicago	63	31	.670
Pittsburgh	58	36	.617
New York	55	45	.550
St. Louis	49	49	.500
Brooklyn	43	54	.444
Boston	42	58	.420
Cincinnati	40	57	.412
Philadelphia	38	58	.396

Yesterday's Results
Boston 7-3, Chicago 1-6.
St. Louis 5-2, Brooklyn 2-8.
Philadelphia 6, Pittsburgh 2.
Cincinnati 2, New York 1.

Games Today
Boston at Chicago.
Brooklyn at St. Louis.
New York at Cincinnati.
Philadelphia at Pittsburgh.

TEXAS LEAGUE

Clubs	W.	L.	Pc.
Wichita Falls	19	11	.633
Houston	17	13	.567
Waco	17	15	.531
Shreveport	15	14	.517
Fort Worth	17	16	.515
Beaumont	14	14	.500
Dallas	14	18	.438
San Antonio	10	22	.313

Yesterday's Results
Wichita Falls 4, San Antonio 2.
Waco 5, Fort Worth 2.
Dallas 1, Houston 0.
Beaumont-Shreveport, rain.

Internal Health by Nature's Own Methods

If you are sick inside you are sick all over. When the stomach fails to digest its food, you are standing at the threshold of a series of ailments that may end in a complete physical wreck. Internal health means health throughout the body. Keep your stomach and other digestive organs clean and vigorous by giving them the natural stimulation of the roots, barks and herbs contained in Tanlac.

Tanlac is wonderful for indigestion and constipation—gas, pains, nausea, dizziness and headaches. It brings back lost appetite, helps you digest your food, and gain strength and weight.

Tanlac is as free from harmful drugs as the water you drink. It contains no mineral drugs; it is made of roots, barks and herbs, nature's own medicines for the sick. For over 10 years it has been recommended by druggists who have watched its marvelous results. The cost is less than 2 cents a dose. Get a bottle of Tanlac from your druggist and give it a thorough trial. Your money back if it doesn't help you.

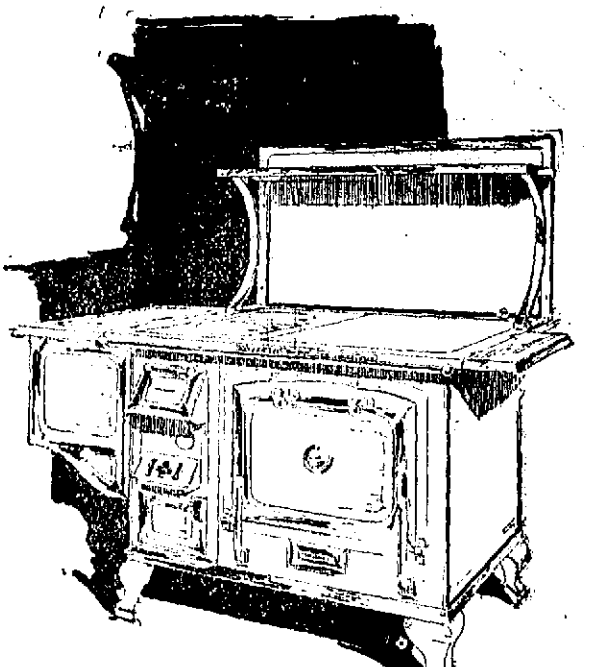
Tanlac
\$2 MILLION BOTTLES USED

"A Wondrous Change in Majestic Range"

Special Factory Exhibit

NEXT WEEK ONLY

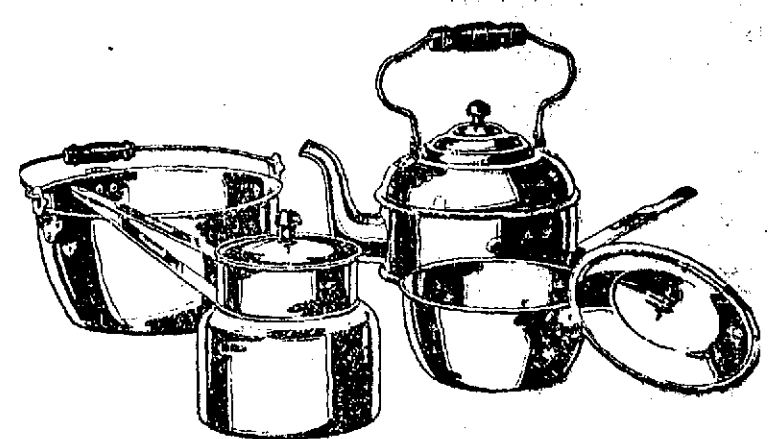
THE NEW ALL-ENAMEL Great Majestic



MANY NEW FEATURES FOR YOUR CONVENIENCE

Exclusive features and refinements of design that make the All-Enamel Majestic the last word in range efficiency and convenience.

You'll like the ready-polished, solid-plate cooking top, which eliminates unnecessary lids and can be kept neat and shining without polishing; the sanitary shelf, which replaces the old warming oven—a handy place to put dishes and pans while you are cooking; the smoke pipe, back of the range and out of sight, which has been built straight up from the bottom of the oven, insuring a strong steady draft and eliminating clogged pipes; the complete insulation which makes this range perfect for baking. You'll appreciate, too, the new features that make the All-Enamel Majestic easier to clean—removable oven door stakes, removable clean-out door and grate housing, and many others. Don't miss seeing them.



FREE NEXT WEEK

You'd be proud to have this in your kitchen! Handsome De-Luxe Nickel Plated copper ware. A complete set, absolutely free, to every woman who buys a Majestic at our store next week. On display in our window now.

The Majestic "Pay-as-you-use-it" Plan

To make it possible for every housewife to own an All-Enamel Majestic, we have made special arrangements with the Majestic Manufacturing Company whereby this range may be bought on a "pay-as-you-use-it" plan. We would be glad to explain it to you in full.

The All-Enamel Majestic is Now on Display in Our Store. Come in and See It---Today!

Only the Majestic Manufacturing Company, with its years of experience, could have produced a range as fine as the All-Enamel Majestic—The name Majestic is its guarantee of highest quality. Come in and see it today!

K. G. McRae Hardware Company

Hardware for Hard Wear.

Phone 118

COME, SEE AND HEAR THE NEW C. A. Earl Radio

Or Call Phone No. 36 for Demonstration

We have the C. A. Earl and Sorber Radios in many Beautiful Models. Prices are reasonable. Suitable terms may be arranged.

We also carry a full line of Radio parts, Tubes, Batteries and Accessories.

We have secured the service of Gerone Mills of Center, Texas, who has recently prepared for radio servicing and we are in position to give you prompt service.

All work strictly guaranteed.

W. A. J. MILLS
OPTOMETERIST

PERSONAL MENTION

Miss Jeanne Smith left yesterday for her home in Oklahoma City after a two weeks vacation to friends and relatives in Hope and Washington. While here she was the guest of Miss Edna Jones.

BORN.—To Mr. and Mrs. Allison Shields a fine boy. Both mother and youngster doing nicely.

Prof. Emil Schorppich, a Vienna University teacher, was arrested charged with robbing three residences.

Roads Agree To Attorney's Ruling

Place Stock In Companies In Hands of Federal Receiver.

WASHINGTON, August 1. (AP)—Attorney General Mitchell announced today that the Nickel Plate railroad and the Allegheny corporation, a Van Swearingen hold-

ing company, had agreed with the Interstate Commerce Commission to place their stock in the Wheeling and Lake Erie railroad in the hands of a trustee.

The action was the result of an anti-trust decision by the commission in March holding that the Nickel Plate, the B. & O. and the New York Central had violated the Clayton act in the purchase of stock in the W. & L. E.

Gifts of jewelry to more than a dozen Chicago girls resulted in arrest of Charles E. Josephs for theft.

WANT ADS

Count five words to the line. Rates 10c per line for one insertion, minimum 30c. 7c per line for three insertions, minimum 50c. 6c per line for six or more insertions. 5c per line for 26 insertions.

PHONE 768

LOST

LOST—Purse containing 1 of Sale for car and drivers license of state of Pennsylvania. Finder return to the office. Geo. W. Martin. 253-3t-pd.

STRAYED OR STOLEN—Fox terrier pup, six weeks old, black and white, tan over ears. Named "Rex." \$1 reward for return or information leading to recovery. Phone 735-J or 323. 251-ttc.

FOR RENT

FOR RENT—Two, four-room duplex apartments. Desirably located and newly decorated, private bath, garage. 308 South Main St. P. O. Deathridge, Phone 625. 3t.

FOR RENT—3-Room apartment to couple without children. Phone 415.

FOR RENT—Furnished apartment, on paved street. Phone 161. After six o'clock, phone 735W.

FOR RENT—Five room house on South Main. See George Casey. 251-3tc.

FOR RENT—Room in private home. Nicely furnished. Private bath. To desirable party only. Phone 76. 250-3tc.

WANTED

WANTED—Plain or fancy sewing and embroidering, children's clothes a specialty. Mrs. Fred Laseter. Phone 660W 252-6t-c.

WANTED—Wanted to rent, furnished house or apartment, house preferred. Mrs. C. W. Williams. Phone 114W. 249-3t-c.

FOR SALE

FOR SALE — Furniture. Call soon at House 9, Cement Plant north of Saratoga. H. B. Wolfe. 254-2t-pd.

FOR SALE OR TRADE—One extra good one-ton Graham truck, just over-hauled by W. T. Smith. Ask him. For real estate or personal property. Will give or take difference. J. E. Schooley, phone 169 or 161. 245-tf-c.

NOTICE OF SCHOOL ELECTION

Notice is hereby given that the County Board of Education of Hempstead County, has called an election to be held in Rural Special School District Number 22 of Hempstead County, Arkansas, on the 12th day of August 1929, at which the qualified electors in said School District shall vote on the question of applying for a loan from the Revolving Loan Fund, and the levying of a special tax of 8 mills annually on the assessed valuation of the taxable property in the district so long as is necessary to repay said loan and the interest thereon. Such election shall be held at Iron Springs School Building on the 12th day of August 1929, between the hours of 9 A. M. and 6 P. M., and otherwise in the same manner as is provided by law for holding annual school elections.

Witness our hands this the 10th day of July 1929.

D. L. Paisley, Ch'm
N. P. O'Neal, Sec'y
J. W. Butler
H. M. Stephens
H. R. Holt

County Board of Education for Hempstead County.
August 1-8

J. P. Baskin of Rice Lake, Wis., offered \$100 reward for information leading to arrest and conviction of the person who has been cutting off the tails of the Baskin cows.

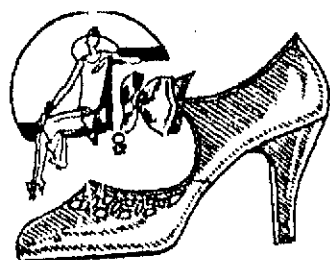
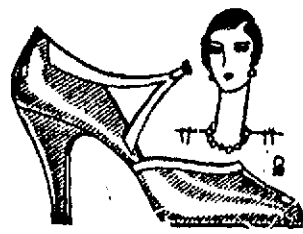
See Us for SEAT COVERS and AWNINGS for all Cars
P. A. LEWIS
MOTOR COMPANY
Phone 7-7-7
"Complete Service"

THE HOPE STUDIO
will make extra reduced prices for August only.
12 Pictures—4 x 6 in nice folders, regular price \$10.00, now—
\$6.00
Send or bring your Kodak work to the
HOPE STUDIO
Hope, Arkansas

You Can Make Big Savings During This
SHOE SALE!
Startling Reductions in This Clearance!

You will find our shoe department to be one of the most complete in this section of Arkansas. Here you will find your size, in a great variety of patterns and styles. Whatever your taste may be, every member of the family will find the shoe they want here. Buy now, while these mid-season clearance prices prevail.

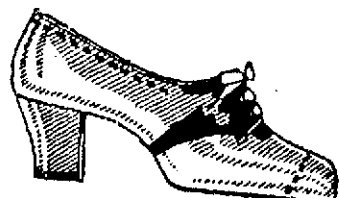
Good Styles in New Summer
Shoes



Special values in Ladies' Shoes, including values up to \$6.00. In high, cuban, or walking heel, and in dozens of patterns. They are now on sale at, per pair—

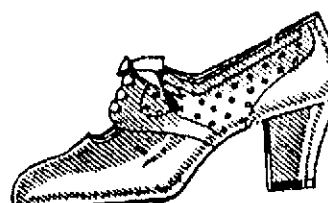
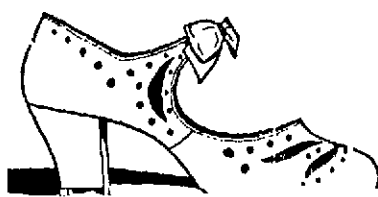
\$2.98

Special Purchase of Good Styles in

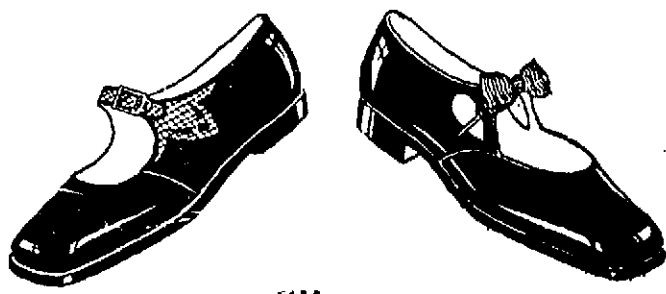


One group of Blonde pumps, straps, and oxfords, in styles that are good for this season, and for next year. We are closing them out, regardless of cost, at

\$1.98



Oxfords and
Shoes



Slippers

Misses and Children's Strap Slippers, in sizes from 5 to 11. Slippers made for growing feet, and priced to please Mother's purse. Reduced too, the pair—

98c

Baby's One-Strap, unusually easy fitting and comfortable. Sizes from 2 to 5. Specially priced for this big shoe clearance event. Per pair

98c

All the new T'n shades and black or brown calfskin. Former values to \$5.00. Comfortable, and will give good service. Priced for quick clearance—

\$3.98

Our high grade \$4.00 men's shoes — shoes that are worth every bit of \$4.00 right now. However, we are closing them out during this clearance of shoes—

\$2.98

WHITE CANVAS SHOES
FOR LADIES AND MISSES

Walking heel canvas shoes, for play or work—at a very special bargain—

98c



Geo. W. Robison & Co.
Leading Department Store

REPCHAN'S
VALUE-FIRST STORES

SPOT LIGHT
VALUES
ON SALE
THIS
WEEK-END

SMART
LINEN-CHECK

Pants
\$1.39

A decided reduction on these fine tan and grey checked pants! And right now is the time for you to wear them! We'll guarantee you "cool comfort" with every pair!

COOL
WOVEN RAYON

Caps
\$1.98

An Open-weave Silk Cap! What a cap for these "scorchers" that have arrived and will stay until almost October—and this comfort costs so little Friday and Saturday!

NEW ARRIVALS!

Printed Silk
FROCKS

Charming "in-between-seasons" frocks that have arrived for this feature event this week-end. Clever adaptations of the modes for Fall—yet as cool and refreshing as a breeze from the seashore. May we have the pleasure of showing you these regular \$10.00 values? **\$7.95**

AMBER-TIP

Summer
UMBRELLAS

Here is a practical Umbrella that will give the utmost in service—and of course, they are the smartest in styles. Blunt amber tips, covered with durable materials and shower-proofed. You would expect to pay much more than our very modest prices that start from **98c**

JUST ARRIVED!

New Ray on
UNDIES

The quality of these cool Undies is far better than the price would indicate—only through a special purchase are we enabled to offer them at this Week-end feature of 49c. Flatlock seams, fine gauge silk rayon in pastel shades. You will do well to lay in a supply! **49c**

BOYS' LINEN

Summer time
PLAY SUITS

A record season! That is what we have done with these fine linen, Boys' Wash Suits—established a selling record—and we aren't the least bit surprised for such values are remarkable! They are cleverly styled and will launder beautifully. We suggest that you see them—today! **79c**

COMFOLASTIC

Ray on-Silk
Shirts-Shorts

A new idea in Summer comfort! Silk Rayon Shirts and Shorts of a quality you would expect to pay at least \$1.50 for. Snappy trunks in white with solid color trimming—comfortable silk shirts that will give you that feeling of "dressiness." They are quite the thing, fellows, drop in and see them. **98c**

Attend!
Hope's Annual
Watermelon
Festival

we feature
GOTHAM GOLD-STRIPE
and
KAYSER HOSE